

LIFE

FIRST REPORT
ON THE PARIS
COLLECTIONS



DIOR'S PLEATS
AND PETTICOATS

20 CENTS

MARCH 5, 1951

CIRCULATION OVER
5,200,000



QUALITY CRAFTSMANSHIP STYLE



Look for this label... it identifies the finest wools in the world

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

*Will you look
as young as
Gloria Swanson
at 51?*

It's only human for you to look at Gloria Swanson and say: "If I had her money... her leisure... I might look as young and lovely at 51 as she does!"

But Gloria Swanson has not relied on either money or leisure.

She simply believes that "the most telling sign of age in a woman is the condition of her skin!" Yet Gloria Swanson doesn't spend *hours* with expensive creams and lotions. The fact is, her one beauty cream is Jergens All-Purpose Face Cream.

"Here," says Gloria Swanson, "is the one cream that serves every need of a woman seeking the secrets of a youthful-looking skin."

Jergens Cream is a cleanser...with superfine oils that clean your skin to a sparkling radiance.

It's a lubricating cream, too, enriched with a precious substance—finer than lanolin itself—called VITONE. It lubricates thirsty skin cells...helps smooth out age-revealing dry lines and gives your

skin a firmer, younger look. For Vitone supplements the natural oils you lose with age.

And Vitone continues to smooth your skin when you use Jergens Cream as a powder base. It gives a flattering dewy-softness to your make-up, and your powder clings more smoothly than ever before.

Use this complete beauty cream every day from now on. Be one of the lovely, glowing women—who looks years younger than she is!



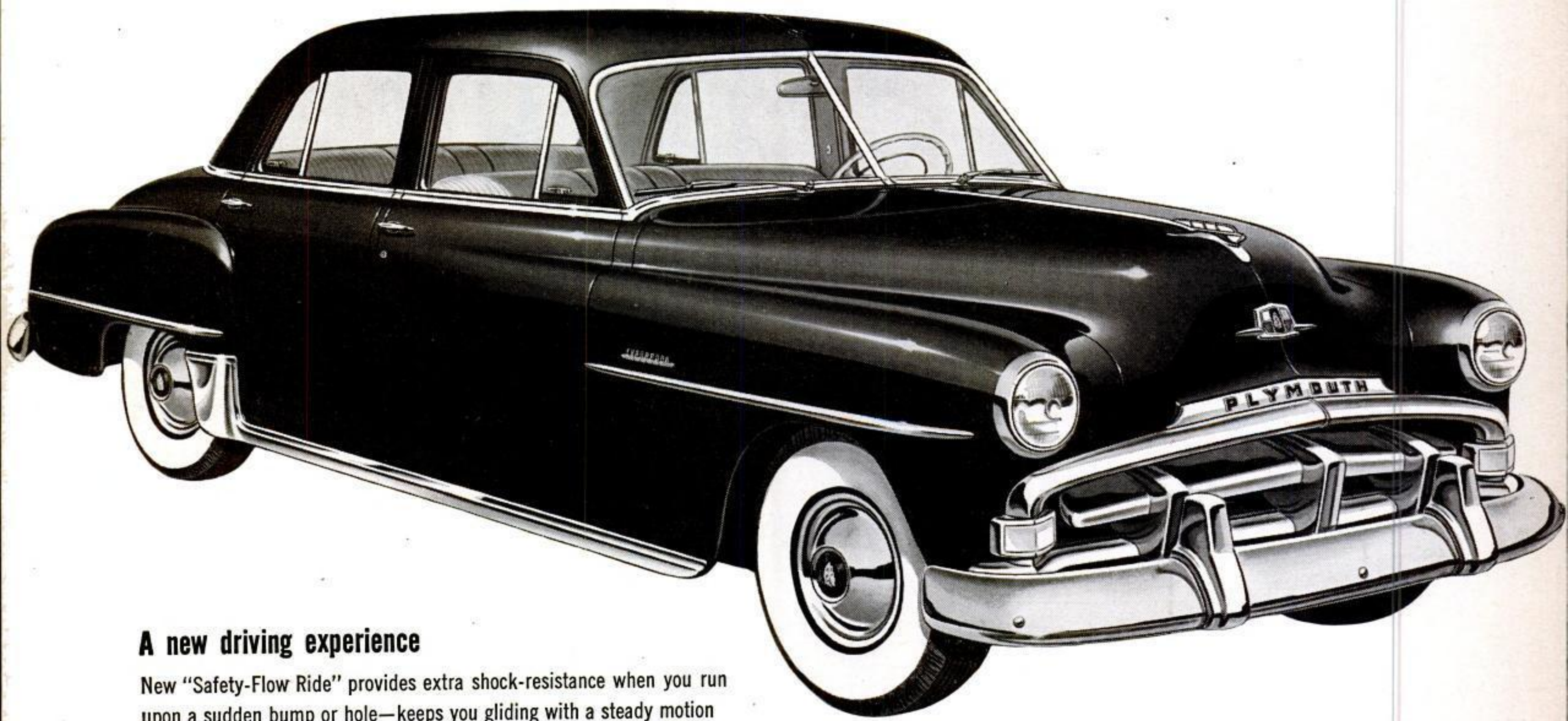
BLECHMAN

JERGENS ALL-PURPOSE CREAM enriched with precious VITONE...
for complexions that refuse to look old

SPECTACULAR **NEW**
"SAFETY-FLOW RIDE"

NEW
BEAUTY

new Plymouth



A new driving experience

New "Safety-Flow Ride" provides extra shock-resistance when you run upon a sudden bump or hole—keeps you gliding with a steady motion—irons out the rough road beneath you! You enjoy new freedom from tension and fatigue—new comfort and steering ease.

New steadiness too—an important safety feature. Learn more about this great new kind of ride at your Plymouth dealer's.

Presenting

THE CONCORD Two-door Sedan • Three-passenger Coupe **THE CAMBRIDGE** Four-door Sedan • Club Coupe
THE CRANBROOK Four-door Sedan • Club Coupe • Convertible Club Coupe

Plus that famous all-purpose car, the "Suburban," and its still more luxurious version, the "Savoy."

Exciting new styling

A new grille of graceful yet massive form. Heavy bumpers of sleek, wrap-around design. New-style rub rails, moulding and scuff guards. Tasteful use of gleaming chrome. Completely new interiors with a new variety of rich, high-quality fabrics. New colors. New trim. A completely redesigned dash. Other style improvements you'll want to see!

Other new features

Greater all-around vision with narrower front corner posts and wider rear window. Constant-speed electric windshield wipers. New, easy-action hand brake. New by-pass thermostat for faster warm-up, now standard on all models. Improved brakes, insulation, weatherproofing and many other mechanical advances. Get the full story from your Plymouth dealer.

NEW
INSIDE

OUTSIDE

PLYMOUTH
BUILDS GREAT CARS

See it at your Plymouth dealer's

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

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First NEW KIND of Girdle in 11 Years!



NOW ENJOY NEW SLIMNESS, new comfort, new freedom of action! For the new Playtex Fab-Lined Girdle has a cloud-soft fabric lining fused to the smooth latex sheath without a single seam, stitch or bone. It caresses you to new slimness, fits invisibly under your sleekest clothes.

New

Playtex **FAB-LINED** Girdle

FABRIC NEXT TO YOUR SKIN

"No other girdle slims so wonderfully, so comfortably!"
say top fashion designers like famous CEIL CHAPMAN



CEIL CHAPMAN'S figure-moulding fashions are instantly recognizable. "A Playtex silhouette does so much for my clothes," she says. "No other girdle gives such a lithe, supple figure. My showroom models love its comfort and freedom."



IT'S FASHION MAGIC, the way the Playtex Fab-Lined Girdle slims you for newest clothes. You enjoy the coolness and comfort of fabric next to your skin, plus all the Playtex figure-slimming power and freedom of action. And it washes in seconds, dries in a flash! At department stores and specialty shops everywhere.

ON CBS-TV
Nationwide Network
PLAYTEX PRESENTS



Top afternoon entertainment
starring ILKA CHASE
(See local papers for time and channel)

Choose from the 3 most popular
Girdles in the world



PLAYTEX **FAB-LINED** GIRDLE

with fabric next to your skin. You'll look slim and feel wonderfully comfortable. In slim golden tube \$5.95 and \$6.95



PLAYTEX **PINK-ICE** GIRDLE

made by a new latex process. Light as a snowflake, fresh as a daisy, dispels body heat. Slim, shimmering pink tube . . \$4.95 and \$5.95



PLAYTEX **LIVING** GIRDLE

more figure-control, greater freedom of action than girdles costing over three times as much. In slim silvery tube . . \$3.95 and \$4.95

Sizes: extra-small, small, medium, large.
Extra-large size slightly higher.

INTERNATIONAL LATEX CORPORATION, Playtex Park, Dover, Del. PLAYTEX LTD., Montreal, Canada

All prices slightly higher in Canada and Foreign Countries



No matter where you buy it...
No matter what you pay...

Be sure your cottons
never shrink out of fit!



Be sure you see "SANFORIZED"
on the label !!



Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

LEWYT

No dust bag to empty!

WORLD'S MOST MODERN VACUUM CLEANER



Cuts home cleaning time in half!



LEWYT WINS TOP AWARD!
"Lewyt's the finest vacuum cleaner produced anywhere in beauty, engineering design, utility," says American Society of Industrial Engineers!

Listed by
Underwriters'
Laboratories



- **No muss! No fuss!** No dust bag to empty! Simply toss out Lewyt's paper "Speed-Sak" a few times a year!
- **It's quiet—no roar!** Terrific suction power, yet super-quiet! Lewyt's so easy on your nerves!
- **Preserves your rugs!** Famous No. 80 Carpet Nozzle gets more embedded dirt...picks up lint, threads, even dog hairs...all with less rug wear!
- **3 filters clean the air!** Unhealthy dust can't escape Lewyt's Speed-Sak, Dustalator, and Micro-dust filter!
- **Sweeps bare floors, tile, linoleum!** Swish—and dirt disappears! No more dust-spreading brooms or back-breaking dust pans!
- **So light, easy to use!** Glides smoothly in any direction—follows you around effortlessly as you clean!
- **10 light, work-speeding attachments** do all your dusting; brighten drapes; clean radiators; spray, wax, de-moth!
- **A complete home cleaning center,** Lewyt costs no more than ordinary vacuum cleaners. See your Lewyt dealer for a free demonstration!

DO IT WITH

LEWYT

Free

TRY THE LEWYT IN YOUR OWN HOME!

LEWYT CORPORATION, Vacuum Cleaner Division
Dept. 3, 70 Broadway, Brooklyn 11, N.Y.

Without cost or obligation, I would like to try the sensational Lewyt Vacuum Cleaner in my own home.

Name
Address
City
County State

This One



GAFS-SK2-3EJU

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TELEPHONE TYPES



EARLY BIRD (7:45 A.M.) "Ha-ha! Did I get you up off the nice smooth Cannon Percales?"



WRONG NUMBER (9:30 A.M.) "Give me the sheet department, I want to order Cannon... What? Isn't this the Local Store?"



BAD-NEWS GIRL (10:00 A.M.) "Uh-huh, Ann's beau jilted her—and her with a hope chest full of Cannon Combspun Percales."



SO-I-SAID QUEEN (10:25 A.M.) "So I said, 'Silly, Combspun means the cotton is combed till it's smoother and softer.'"



BARGAIN-SHOUTER (11:00 A.M.) "Darling! Got the best sheet buy! Heavenly! Yes, Cannon Percale... How'd you know?"



GUSHER (1:00 P.M.) "Divine week end, dear—never slept more divinely than on your divine Cannon Percales..."



MY-DAY RECITER (2:00 P.M.) "Then I made the beds... bless Cannon Combspun Percales for being so light..."



GOSSIP (3:30 P.M.) "I heard her tell Emma she likes washing her Cannon Percales... says they're so lightweight it's a cinch!"



BRAGGY MAMA (3:45 P.M.) "Good thing Cannon Combspun Percales are so strong—darling Ronald spent all morning tying them in knots!"



SHOPPING HOUND (4:30 P.M.) "Let supper wait—come while I spend some smart money on Cannon Combspun Percale Sheets!"



CANNON Combspun PERCALE SHEETS

REG. U. S. PAT. OFF.



CANNON TOWELS • STOCKINGS • BLANKETS • BEDSPREADS • CANNON MILLS, INC., N. Y. 13, N. Y.

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See it! Compare it! You'll buy it!

1951 Thor*

Spinner Washer

with Hydro-Swirl Action

No other washer gives you such a perfect combination of washing advantages!

This is IT! The washer designed with YOU in mind... the 1951 Thor Spinner Washer with Hydro-Swirl Action! Four wonderful features are combined in this one wonderful washer! Only Thor gives you all 4!

Hydro-Swirl washing action!



The Thor has it... the super-efficient Hydro-Swirl principle of washing. Thor lets the water do the work. It swishes and swirls clothes gently but thoroughly... actually washes clothes cleaner, faster, yet is safer for fabrics. And proved best by test in laboratory and home!

Saves 27 gallons of hot water!

The 1951 Thor beats the 8 other leading automatic or semi-automatic washers in economy! Saves up to 27 gallons of hot water every washday for a family of 4! Proved by test! And Thor saves soap, saves fuel costs, too.



Controllable washing time!



No fixed mechanical cycles that must be gone through. With the 1951 Thor, you decide how much water —you decide how long to wash each load. Then flick the switch. Thor washes and rinses, then spins your clothes damp dry—in one single tub! Your hands never touch hot, soapy water!

Thor-way overflow rinse!

Look! Dirt and suds float up and off the top, not down through the clothes, as in ordinary washers. And the 1951 Thor has finger-tip control... lets you rinse (as well as wash) for as long or short a period as you like.



Find your nearest Thor dealer by looking in the yellow pages of your phone directory. Ask for a demonstration of the 1951 Thor Spinner Washer. And be sure to see the Thor Dryer (Electric or Gas), Thor Wringer Washer, Thor Gladiron, Thor Combination Sink. For more efficient homemaking... depend on Thor, leaders in home laundry appliances for over 45 years! Thor Corporation, Chicago 50, Ill.



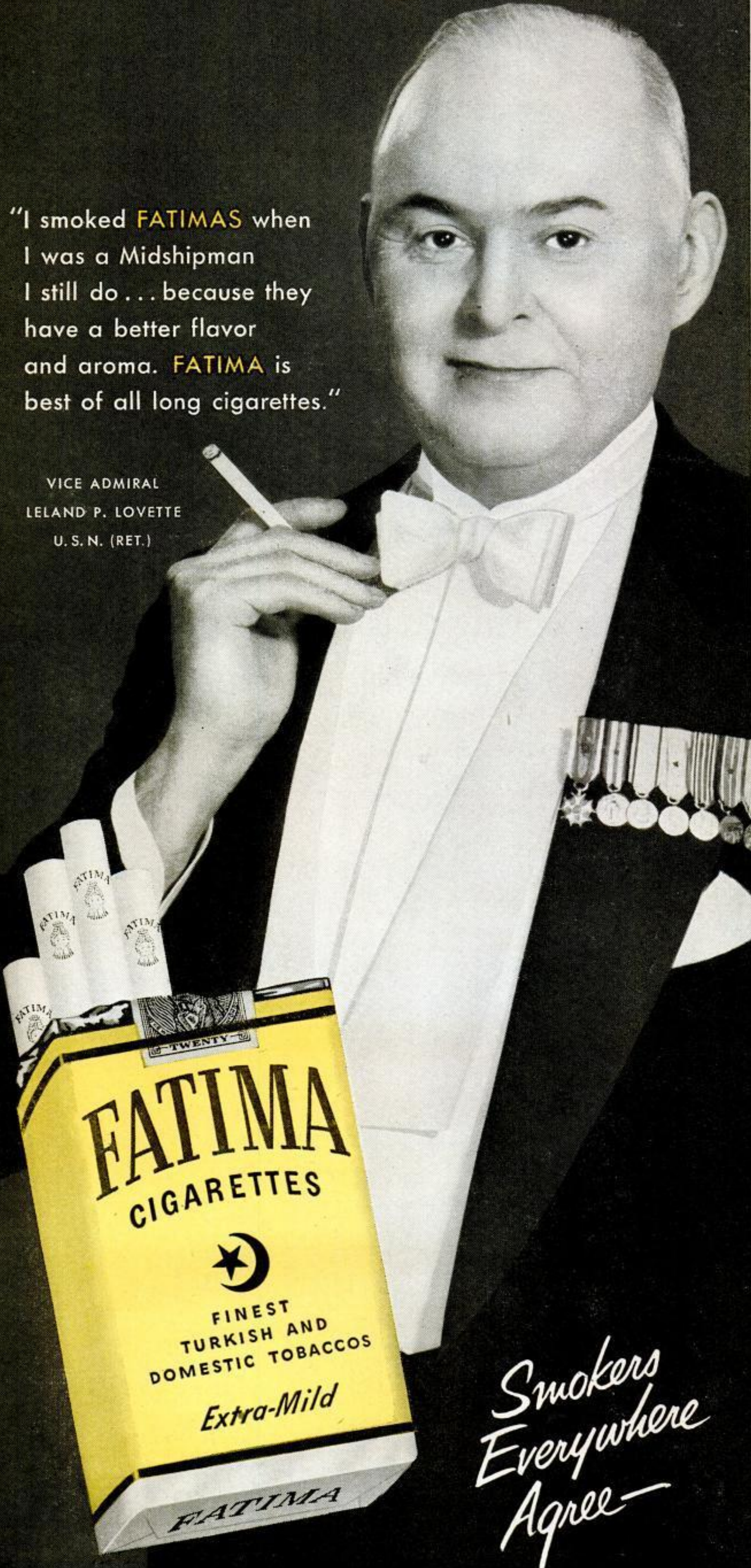
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No Plumbing Installation Necessary!
No Bolting Down! No Annoying Vibration!

In **FATIMA** the Difference is **QUALITY**

"I smoked **FATIMAS** when I was a Midshipman I still do... because they have a better flavor and aroma. **FATIMA** is best of all long cigarettes."

VICE ADMIRAL
LELAND P. LOVETTE
U. S. N. (RET.)



*Smokers
Everywhere
Agree—*

FATIMA — BEST OF ALL LONG CIGARETTES

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IT'S A "DAILY
DOZEN" FOR MY
TEETH AND GUMS!



Chewing crunchy MILK-BONE DOG BISCUIT is fun and then some for dogs! It gives the teeth and gums the exercise that helps to keep them healthy... it gives your pet the solid satisfaction of vital nutrients. Economical because it's concentrated food. Baked for purity and easier digestion, MILK-BONE DOG BISCUIT is sealed in lined containers. Feed it daily!

MILK-BONE DOG BISCUIT contains nutrients your dog needs: Vitamins A, B1, B2, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.



BAKED BY NATIONAL BISCUIT COMPANY

National Biscuit Co., Dept. LM-31
Milk-Bone Bakery
446 E. 10th St., New York 9, N. Y.

FREE
SAMPLE

Send me free MILK-BONE DOG BISCUIT. Also Booklet: "How to Care for and Feed Your Dog." (Paste coupon on penny postcard if you wish.)

Name

Address.....

City and State.....

This offer good in United States only

Heard the News?

Spring has brought
New Edwards Shoes!



Good news travels fast, and this is good news! Edwards stores, all over the country, have the new spring shoes. They're styled right to a young-timer's heart and retain that famous Edwards construction and long wear mother looks for. Your nearest Edwards store has already started to fit them, so take your lucky youngsters there, tomorrow!

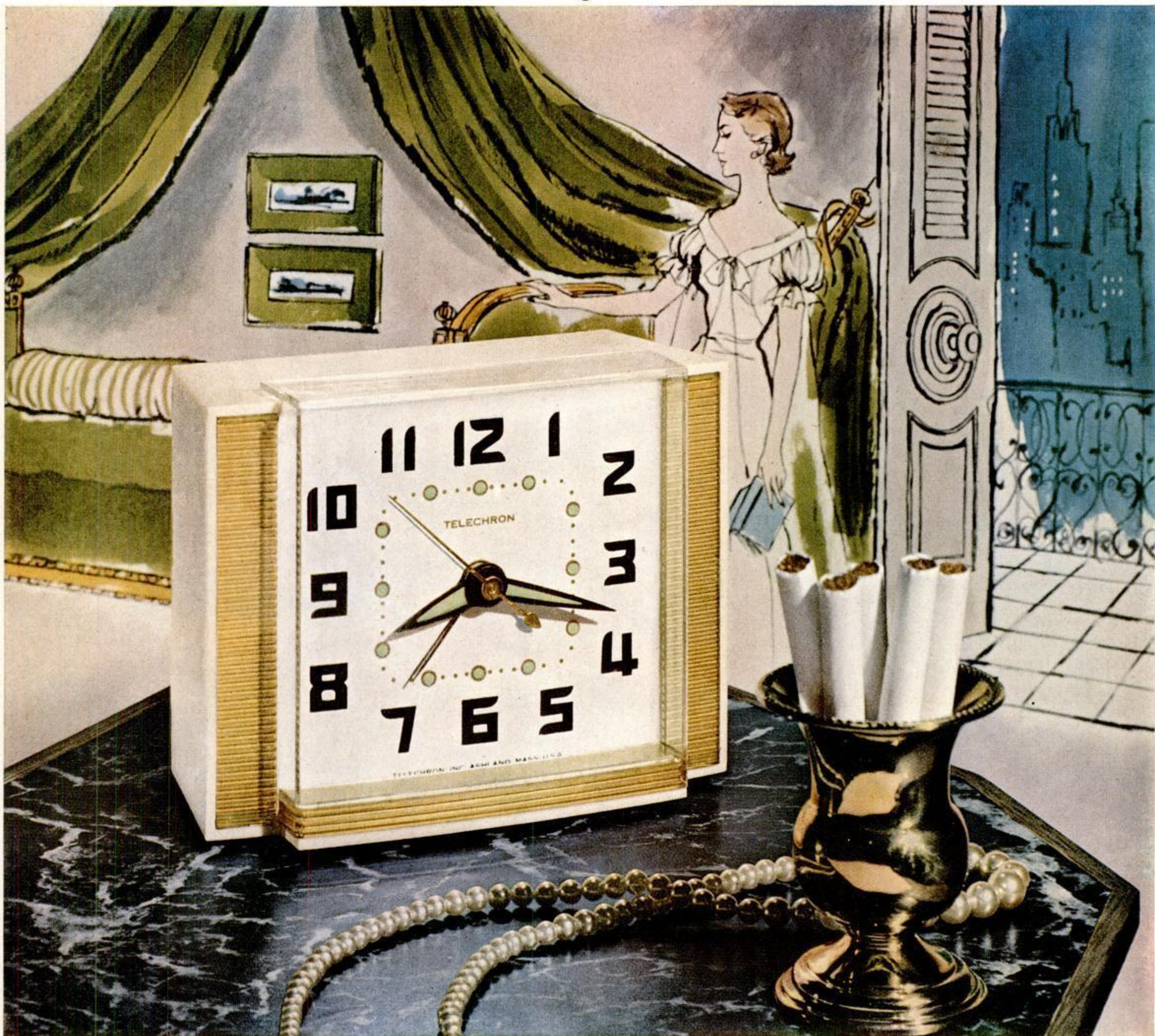


Edwards
SHOES FOR CHILDREN

Edwards, 314-22 N. 12th St., Phila. 7, Pa.

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the beauty of it...



Telechron[®] can't run wrong!

ELECTRIC CLOCKS

AND THEY START AT \$450*

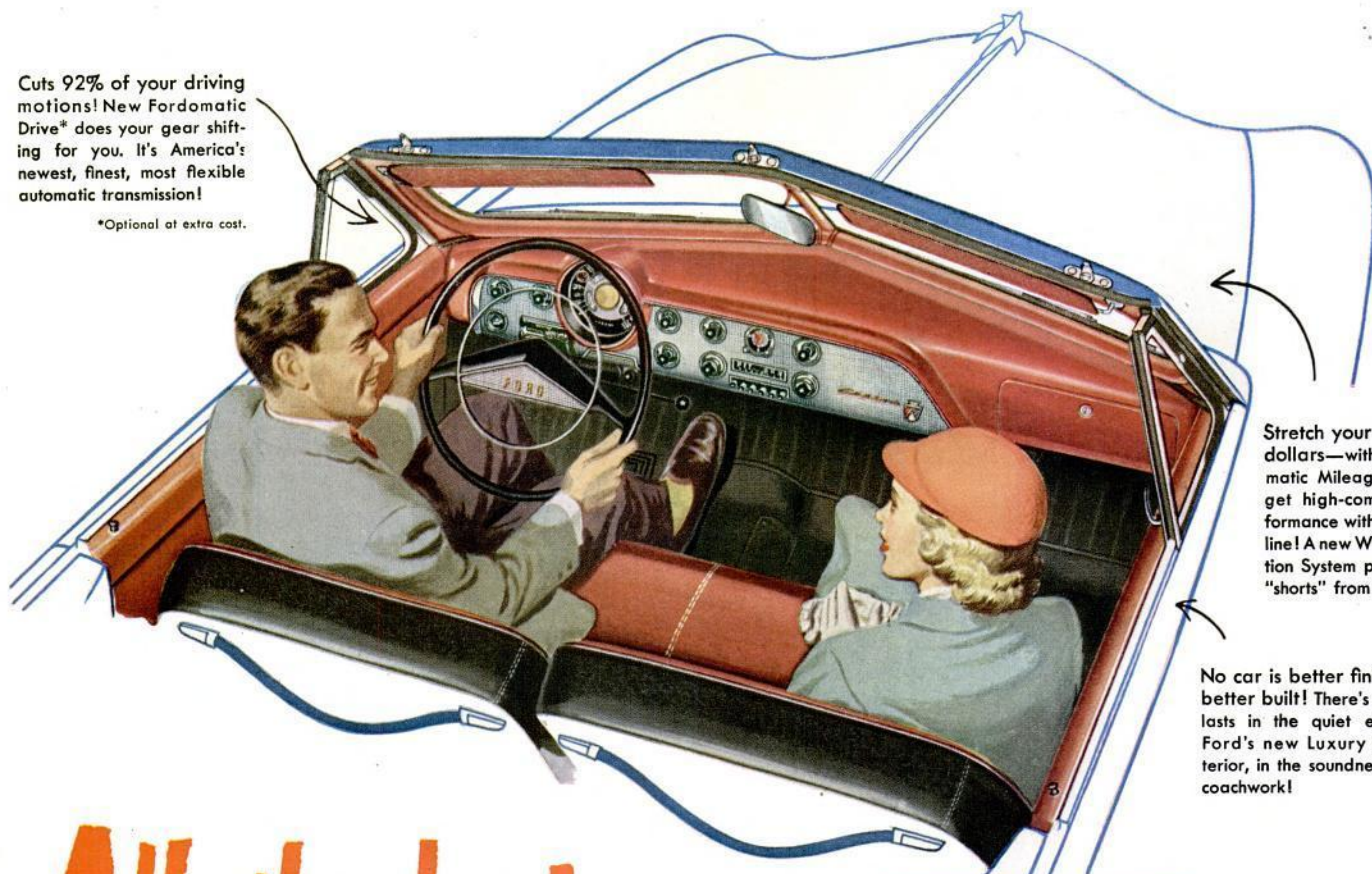
NEW "Everset" Set and forget! No daily alarm-setting. Calls you every 24 hours till you change your getting-up time. **\$895***

Telechron electric clocks are silent. Need no winding, oiling, regulating. Choose from 29 lovely models for every room in your home. Full-year written warranty. Famous Telechron Synchro-Sealed Motor is synchronized perfectly with electric power plants so it has to run right! Telechron is a trademark of Telechron Inc., Ashland, Mass., a General Electric Affiliate.

* Prices plus tax. Prices and specifications subject to change

Cuts 92% of your driving motions! New Fordomatic Drive* does your gear shifting for you. It's America's newest, finest, most flexible automatic transmission!

*Optional at extra cost.



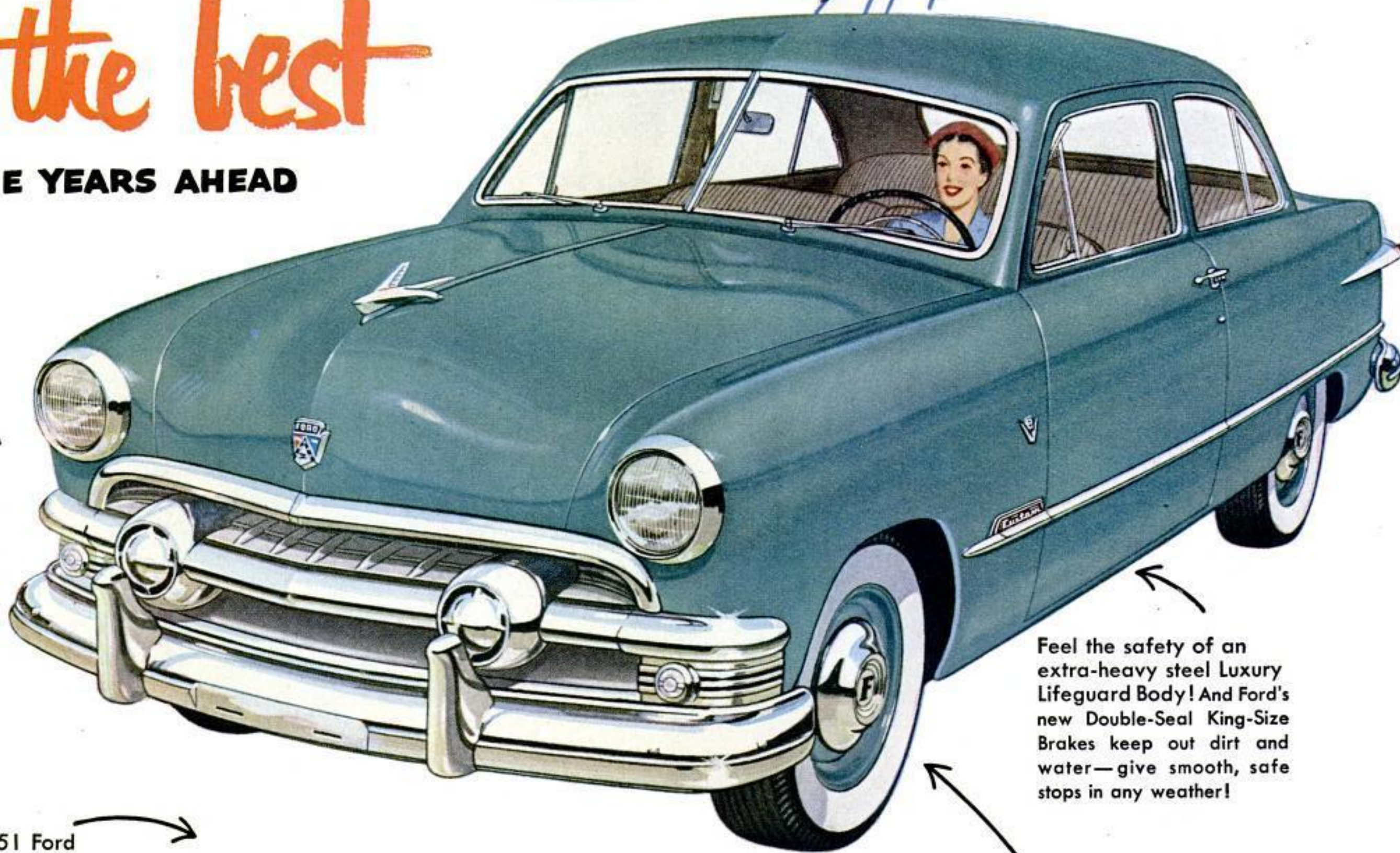
Stretch your driving dollars—with Ford's Automatic Mileage Maker! You get high-compression performance with regular gasoline! A new Waterproof Ignition System prevents engine "shorts" from moisture.

No car is better finished, better built! There's quality that lasts in the quiet elegance of Ford's new Luxury Lounge Interior, in the soundness of Ford's coachwork!

All the best

FOR THE YEARS AHEAD

Enjoy "Fashion-Car" styling—from the new recessed headlights to new Jet-Styled Wind-splits. Ford's designed to stay "right" in the years ahead!



Feel the safety of an extra-heavy steel Luxury Lifeguard Body! And Ford's new Double-Seal King-Size Brakes keep out dirt and water—give smooth, safe stops in any weather!

Relax with Ford's new Automatic Ride Control! It adjusts your ride to any road automatically! The going stays easy, level—no pitch, no jounce, no roll!

"Test Drive" the '51 Ford . . . at your Ford Dealer's today. And as you drive it, remember that this car is built for the years ahead! With 43 "Look Ahead" features, it was planned and engineered to stay young in performance, to stay in style, to stay thrifty—for years to come!

**YOU CAN PAY MORE
BUT YOU CAN'T BUY BETTER!**

'51 Ford

**MEN AND WOMEN SAY
NO OTHER SHAMPOO
USED GIVES YOU THAT**

Clean

Removes
Goosey
Hair Dressings...



Clean

Removes
Loose, Itchy
Dandruff...



Fitch

Cleans Thoroughly
In One
Lathering...



Feeling

Makes Scalp
Feel Tingly
Clean!



**SWITCH TO
FITCH
DANDRUFF REMOVER
SHAMPOO**

THE REASON: Only Fitch is applied to dry hair undiluted... lathers from the scalp up... doesn't wash dirt in... actually floats out deep dirt. Try it today and feel the difference.

LETTERS TO THE EDITORS

HATLESS HATS

Sirs:

I can think of a lot of ways to make a woman look like a fool ("Hatless Hats," LIFE, Feb. 12) without spending \$79.50.

PAUL GUNNOE

Wapato, Wash.

Sirs:

I'd like to remove that beautiful trout on LIFE's cover from the net. I think a woman's a sucker to get caught in a trap that was obviously meant for some poor fish.

DANNY SEIFER

New York, N.Y.

Sirs:

"Hatless Hats"... Hairless Hairdos... Headless Heads...

A. MILLAR

Cullman, Ala.

A-BOMB TESTS

Sirs:

Here is a photograph of the last of the series of atomic weapons tests being conducted at Indian Springs, Nev. ("Atomic Tests Light Up Four States," LIFE, Feb. 12).

Highways were lined for three consecutive mornings with hundreds of early risers seeking an unobstructed view of the big flash. This picture was made at the peak of the fifth blast. I was approximately 100 miles south of the blast at Railroad Pass, overlooking Las Vegas and the testing grounds.

CLIFF SEGERBLOM

Boulder City, Nev.



ATOMIC SPECTATORS

Sirs:

Please tell me how your photographer, J. R. Eyerman, calculated that an exposure of 1/400 second at f/32 would be the correct exposure for his pictures of the atomic explosion.

What aerial camera did Mr. Eyerman use?

BILL ROY

Lake City, Fla.

● Eyerman knew that the flash would be so bright that absolute minimum exposure was necessary. He got his sequence of pictures by using several cameras, including two K-25 aeriels, which have a stop of f/22 that can be reduced to f/32. Even so his first frame was completely blank due to overexposure.—ED.

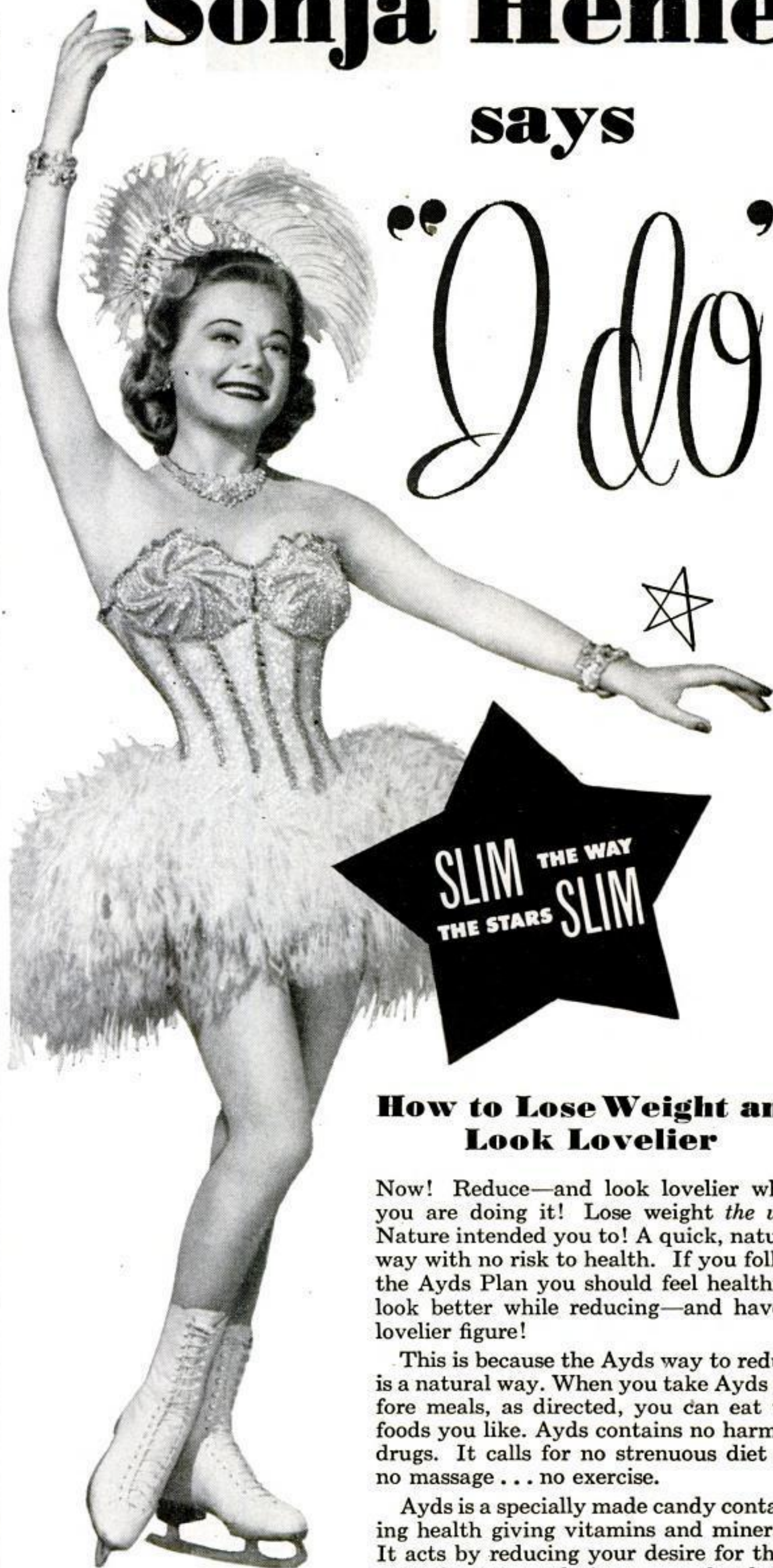
Sirs:

Do you still have copies of the booklet, *You and the Atomic Bomb*, or are

CONTINUED ON NEXT PAGE

Sonja Henie says

"I do"



How to Lose Weight and Look Lovelier

Now! Reduce—and look lovelier while you are doing it! Lose weight *the way* Nature intended you to! A quick, natural way with no risk to health. If you follow the Ayds Plan you should feel healthier, look better while reducing—and have a lovelier figure!

This is because the Ayds way to reduce is a natural way. When you take Ayds before meals, as directed, you can eat the foods you like. Ayds contains no harmful drugs. It calls for no strenuous diet... no massage... no exercise.

Ayds is a specially made candy containing health giving vitamins and minerals. It acts by reducing your desire for those extra fattening calories... works almost like magic. Easily and naturally you should begin to look slimmer, more beautiful day by day, when you follow the Ayds Plan.

Women all over America now have lovelier figures with the help of Ayds. Clinical tests conducted by eminent physicians on over 100 persons proved quick, safe weight losses averaging 14 to 15 pounds.

Users report losses up to 10 pounds with the very first box. In fact, you lose weight with the first box (\$2.98) or your money back. Get Ayds from your druggist or department store, today—a full month's supply, \$2.98.

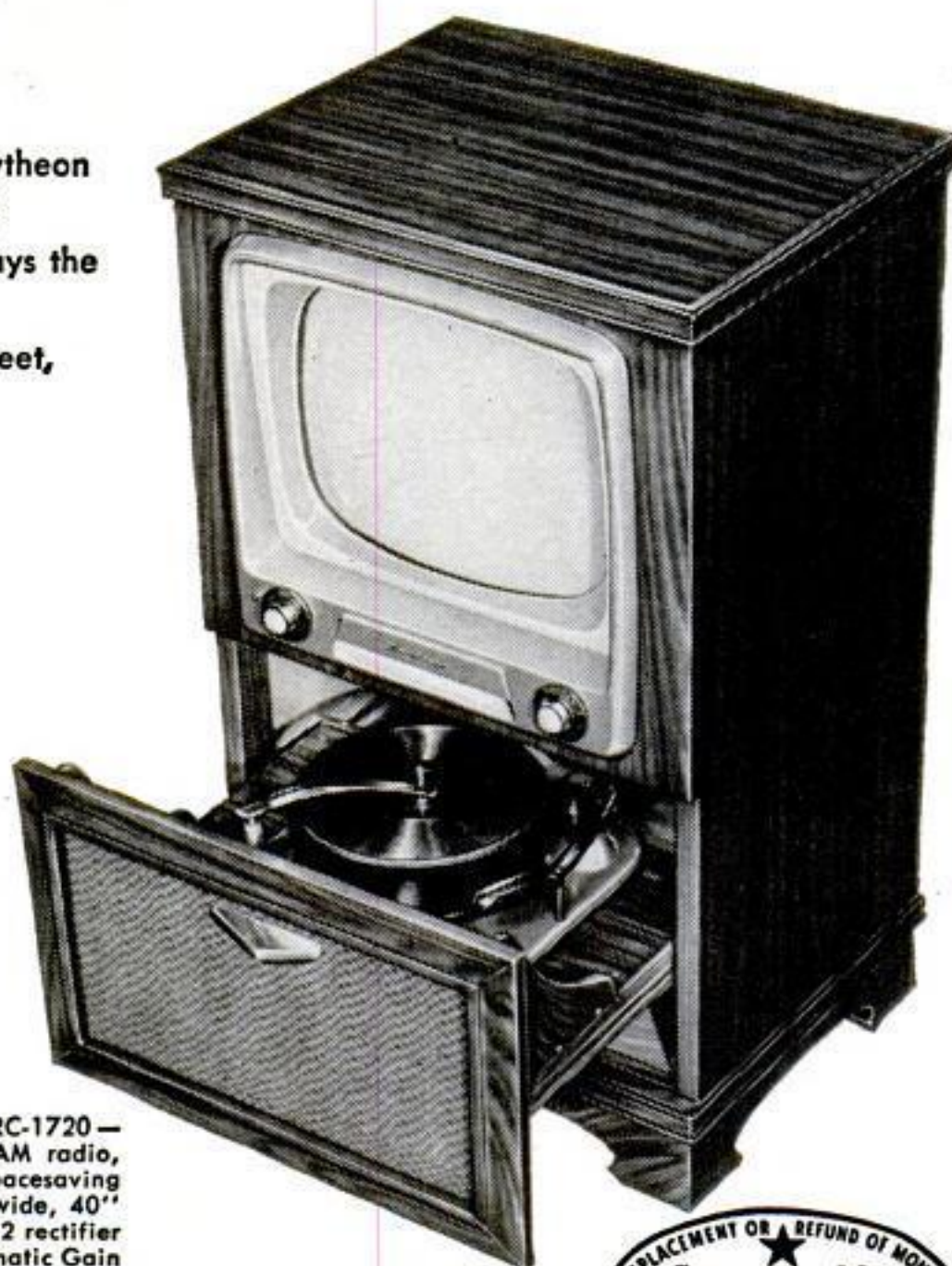
● "I do recommend Ayds to any woman who has a problem with her figure," says Sonja Henie, Star of the Sonja Henie Hollywood Ice Review. "I keep myself in trim all the time with the help of Ayds. I can't think of a better way to reduce."



The Loveliest Women in the World take AYDS



"We love our new Raytheon for its beauty, ease of tuning, reliability!" says the Ray Mueller family, 8057 S. Carpenter Street, Chicago



THE STARLIGHT—Model RC-1720—17" rectangular TV, fine AM radio, all-speed record player in space-saving mahogany cabinet, 23 3/4" wide, 40" high, 18 1/4" deep. 22 tubes, 2 rectifier tubes, 1 crystal. Keyed Automatic Gain Control and Automatic Frequency Control, built-in antenna, exclusive one-knob tuner.



You buy dependability when you buy Raytheon tv



THE CONSTELLATION—Model C-2006—big 20" rectangular TV, fine mahogany console cabinet, 26 3/4" wide, 38" high, 22 1/2" deep.



THE ROCKET—Model M-1711—17" rectangular TV, durable maroon plastic fabric-covered table model, 19 3/8" wide, 19 7/8" high, 18" deep.

with all 7 vital points of quality

Before you choose any TV set, it will pay you to see Raytheon first. Because Raytheon offers you all 7 vital points of quality:

Proved ability—Raytheon has a 25-year history of electronic achievements. **Unexcelled pictures**—advanced engineering assures clear, sharp, steady pictures. **Easy to operate**—with Raytheon's single-knob control. **Beautiful cabinets**—exclusively designed for Raytheon by Marholz! **Honest workmanship**—high engineering and manufacturing standards assure highest quality. All sets adaptable to color TV. **Triple inspection**—of parts, production, finished product assures trouble-free performance. **Triple protection**—every set backed by Underwriters' Laboratories, Good Housekeeping seal, liberal 1-year written warranty.

See your Raytheon dealer now—compare Raytheon on all 7 vital points of quality—see why you buy dependability when you buy RAYTHEON TV!

A complete line of TV receivers from \$279.95 to \$750.00, including Federal excise tax and 1-year warranty. Slightly higher West and South.



A Trusted Name in Electronics

Belmont Radio Corporation, Dept. A-2, 5921 W. Dickens Ave., Chicago 39, Ill.
Subsidiary of Raytheon Manufacturing Company

LETTERS TO THE EDITORS

CONTINUED

they being distributed by some other organization?

B. F. HOLLAND

Chicago, Ill.

● Last September LIFE printed, for the N.Y. Civil Defense Commission, a 32-page booklet, *You and the Atomic Bomb*, to be sold at cost to individuals or companies that want to distribute them. About two and a half million copies are now in circulation. More are available and may be obtained at cost (10¢ for one, reduced rates for larger orders) from Dept. E, LIFE, 9 Rockefeller Plaza, N.Y. 20, N.Y.—ED.

A IS FOR AARDVARK

Sirs:

As a teacher of English to foreign-born adults who spends much of her time being a living dictionary, I must tell you with what delight I read Robert Wallace's "A Is for Aardvark" (LIFE, Feb. 12). He made an interesting subject positively fascinating.

HELEN H. BAYNE

Los Angeles, Calif.

Sirs:

In Wallace's article I noticed the following statement: "Johnson was, as his patron Lord Chesterfield asked him to be, a literary dictator."

Dr. Johnson was not patronized by Lord Chesterfield—or anyone else—during the period he wrote and published his dictionary. Lord Chesterfield offered his aid, but Johnson saw fit to refuse it:

"... The notice which you have been pleased to take of my labours, had it been early, had been kind; but it has been delayed till I am indifferent, and cannot enjoy it... till I am known and do not want it." This quotation is taken from a letter from Dr. Johnson to Lord Chesterfield which may be found in Boswell's *The Life of Samuel Johnson*.

HENRY W. LAUTERSTEIN

Cambridge, Mass.

● Chesterfield was Johnson's patron briefly, having given the lexicographer £10 to get started on the dictionary. Later he refused to see Johnson, turning him away from the door. But when the dictionary was ready for publication, Chesterfield published some flattering articles about it in the hope that it

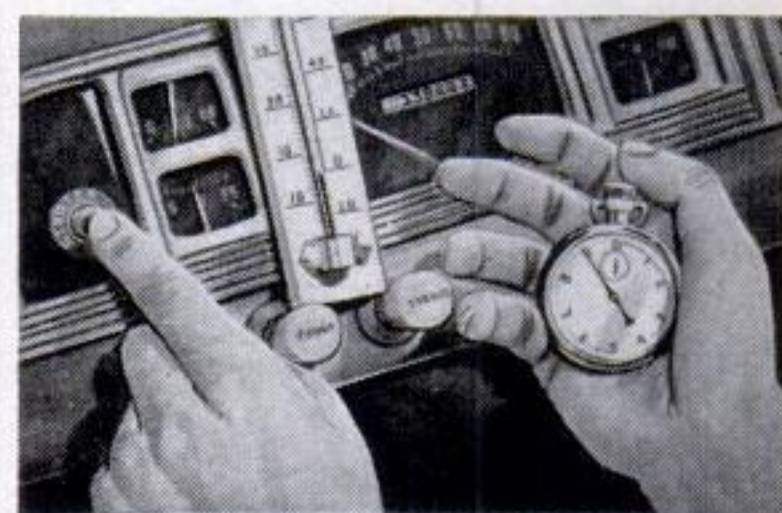
CONTINUED ON PAGE 14

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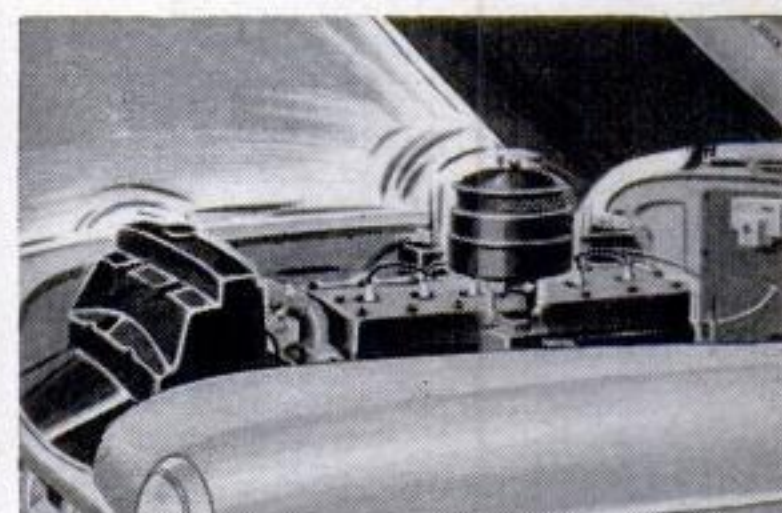
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Rex Seltzer, effervescent alkalizer and pain-relief, 25 tablets... 54¢
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Perspiration won't wilt it!
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CENTURY shirts

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LETTERS TO THE EDITORS

CONTINUED

would be dedicated to him. Johnson responded to these advances with the letter quoted above.—ED.

"SICK" SWITCHMEN

Sirs:

In your story about the railroad crisis ("Sick" Switchmen—Sick Economy," LIFE, Feb. 12) you did not cover all the facts. . . . A seven-day, 56-hour week without overtime pay, which we often have to work, is enough to make anyone "sick." We received our last raise in 1948. The union and railroads started meetings on a new contract in March 1949. A year went by, a war started, talk of freezing wages began, and the railroads still stalled. After 22 months of talks the switchmen got sick of it all. . . . Since 1946 our wages have increased 26%, while steel wages have increased 43%, automobile wages 49% and construction wages 39%.

KENNETH MONESMITH
 Fort Wayne, Ind.

PEE WEE RUSSELL

Sirs:

I was delighted with "No Sad Songs for Pee Wee" (LIFE, Feb. 12). If there ever lived a musician who could do no wrong it is Pee Wee Russell.

ALLEN BEATTY
 North Platte, Neb.

UNDERWATER TRUCK

Sirs:

What's so remarkable about a truck running under water ("Underwater Truck," LIFE, Feb. 12)? Since 1944, Willys Jeeps have been fording streams in amphibious operations all over the world.

Since October, when Willys-Overland again went into volume production of jeeps for the Armed Forces, every vehicle has been equipped right on the assembly line to operate in water up to the driver's nose.

The routine underwater tests in the basement testing pool in our Toledo plant have become a peculiar problem. We probably are the only company in the world which has to worry about underwater traffic jams like the one in this picture (below).

WALTER F. BENNING
 Chief Engineer
 Willys-Overland Motors, Inc.
 Toledo, Ohio

● Willys Jeeps can submerge to five feet, including snorkel. The Army's new underwater trucks, built by Reo Motors, Inc., are submersible to seven feet, with the driver's nose above water, and to 11 feet when the driver is wearing a breathing mask.—ED.



UNDERWATER JEEPS

CONTINUED ON PAGE 17

"Set" to go Easter-parading
Tam O'Shanter
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"TRIO"

BASQUE, BOXER SHORTS and MATCHING SOCKS

Perfect three-point "landing" for young pilots . . . fine combed cotton basque shirt, matching socks, nylon-reinforced at toe and heel, and matching boxer shorts in superb quality gabardine in solid shades. Color-fast, LUXable and packed for "gifting" in TAM O'SHANTER's exclusive Book-Box. 2 to 6X.

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TEXAS WESTERN COLLEGE of the University of Texas

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College Life is more stimulating on this unique, friendly campus. Many social, cultural, scholastic advantages. Abundant outdoor and campus life. National fraternities, sororities. Colorful Old Mexico is just across the Rio Grande.

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All Desserts Become Glamorous

with Reddi-wip

Just the touch of your finger turns gelatins, puddings, pies and cakes into party treats

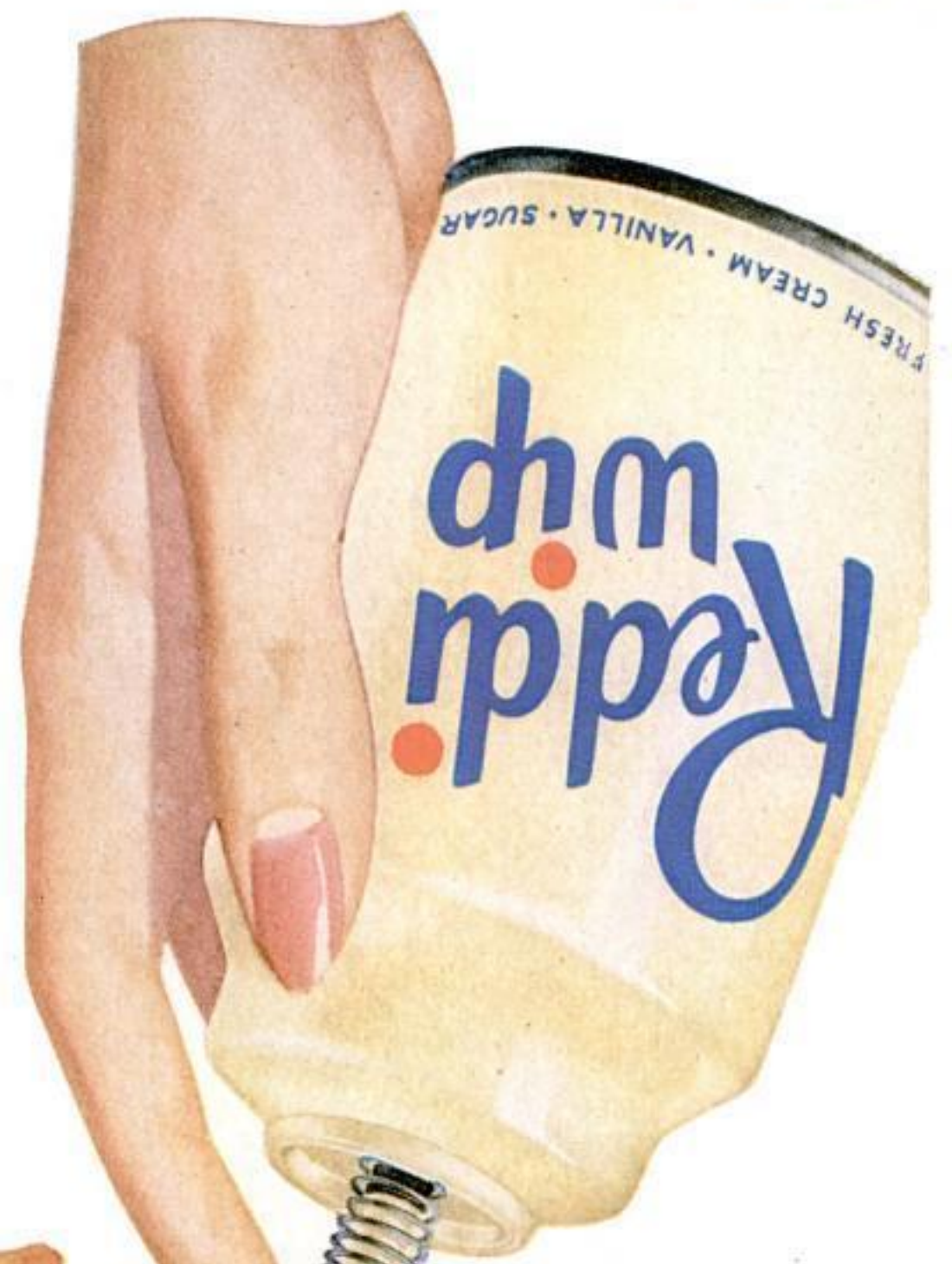
NO more dull, plain desserts! Millions of women have found that Reddi-wip turns every day's desserts into exciting, praise-winning treats.

Made with fresh, rich cream that whips itself automatically, Reddi-wip gives the festive touch to all your desserts, yet saves you work at the same time.

Add the glamorous touch of Reddi-wip to quick, easy-to-make gelatin and sliced bananas. See how instantly it becomes a dessert that looks as though it would take hours to prepare. See what Reddi-wip does to chocolate pie or chocolate pudding. Learn how it makes every dessert you serve more delicious—better looking.

Use Reddi-wip for a few days in your home and you will know why it has been welcomed by millions of American housewives in a manner not matched by any other product in recent years. It's so economical with dozens and dozens of servings in every can—and never any waste—that you can use

it on all your desserts. Get Reddi-wip today from your milkman or grocer—keep it on hand in your refrigerator for daily use.



Made with fresh, rich cream.
It whips itself!



New! Easy way to frost cake!

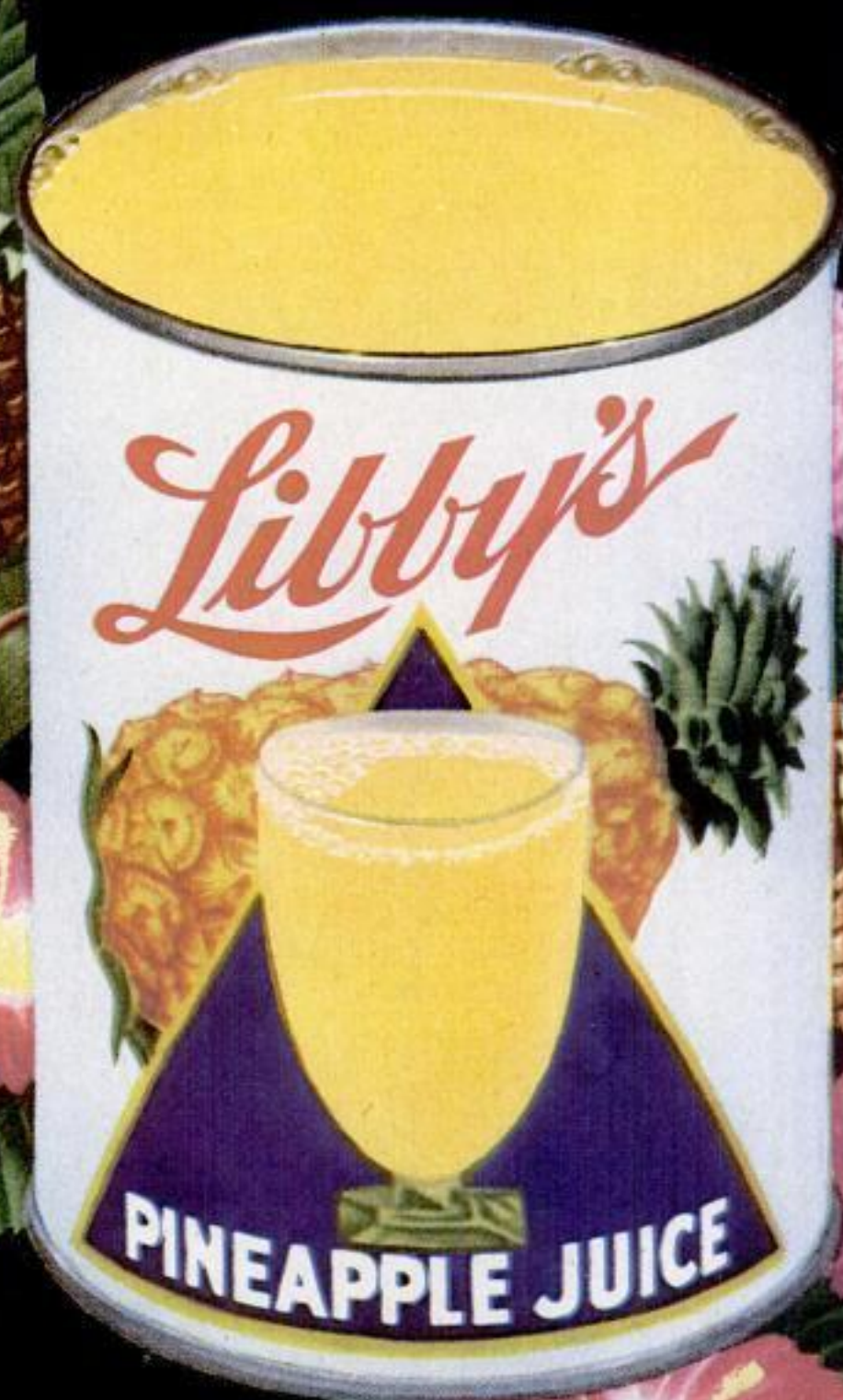
It's a great idea acclaimed by women from coast to coast. "Frost" each piece of cake with Reddi-wip when you serve it. Its fresh, delicate flavor brings a new glamor and deliciousness to chocolate, sunshine, angel, pound and all your cakes. (The same fresh, delicate taste that has made whipped cream cakes so popular!) Try it the very next time you bake either ready-mixed or home-mixed cakes.



ASK FOR **Reddi-wip** FROM YOUR MILKMAN OR GROCER

WEALTHY WITH

*Hawaiian
Sunshine!*



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FOR PERFECTION!

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SPORTSWEAR

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STOMACH UPSET?

If you have "hunger pains," heartburn, frequent stomach upsets or indigestion due to excess stomach acid by all means see your doctor—and start taking *Sedagel*. For excess stomach acid is believed to be a common cause of peptic ulcers. Users say *Sedagel* acts faster—lasts longer than anything else they've ever tried. *Sedagel* "sponges up" biting, burning acid—then it spreads a coating over stomach and intestinal walls that soothes and protects. Get *Sedagel* today!

LETTERS TO THE EDITORS

CONTINUED

EDITORIAL

Sirs:

In your Feb. 12 editorial on "Prices and Politics," I agree with you wholeheartedly, but to imply that "Grocer Zilch chisels because he votes right" is taking a bit more license than necessary.

What can grocers (both independent and chain) do when the economists of our government place parity prices on foodstuffs that enable large manufacturers and packers to raise the prices legally on their products?

Since the so-called price freeze, I venture to say that 70% of the foodstuff I buy each week has been raised—and by whom? Jobbers and packers, not Grocer Zilch! I would enjoy having Mr. DiSalle compare my invoices of the past six months to those of the past six weeks (and all my purchases are from last year's pack) to see who is really guilty of chiseling.

ED BEINOR
Manager

Big Bear Food Mart
Kankakee, Ill.

SMOG

Sirs:

Being a desperate Angeleno, I wish to congratulate you on "How Smog Hurts Lungs" (LIFE, Feb. 12). This issue of LIFE on smog reached us on the smoggiest day of the year.

MRS. GEO. RUCKER
Los Angeles, Calif.

Sirs:

I am a resident of Los Angeles, and this letter is to inform you (cough) that there are (cough) other things (cough) beside smog found in this fine metropolis. So (cough) there.

MARVIN R. SACKS
Los Angeles, Calif.

NEW LIFE AT THE OLD MET

Sirs:

The article, "New Life at the Old Met" (LIFE, Feb. 12), with accompanying pictures of Mesdames Traubel and Flagstad, recalled H. L. Mencken's dictum.

He says (see Chapter XII, *Happy Days*; Alfred A. Knopf, 1940), "I... think of even the most gifted Wagnerian soprano as no more than a blimp fitted with a calliope."

DR. L. H. THORNTON
Bakersfield, Calif.

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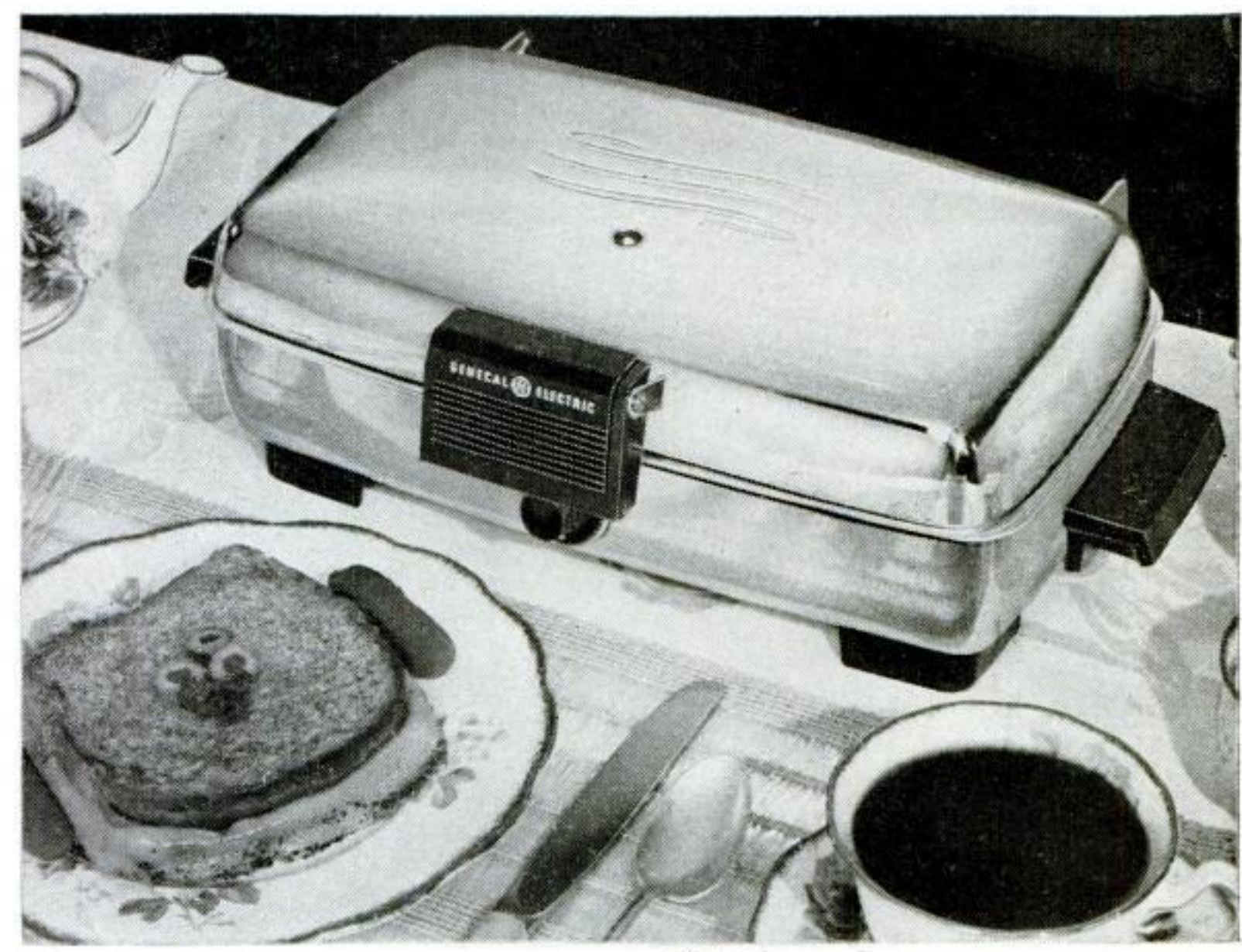
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Ahhhh... waffles!
(wonderful waffles!)

Mmmm... grilled sandwiches!
(and what grilled sandwiches!)



\$21.95. Prices subject to change without notice

with the beautiful new

General Electric Combination Sandwich Grill and Waffle Iron!



•Talk about convenience... you get almost a square foot of cooking surface for toasting sandwiches—even for frying bacon and eggs—all, right at your table!

Then—by merely inserting the large aluminum waffle grids—you're just a few seconds away from the four most tempting waffles you ever tasted!



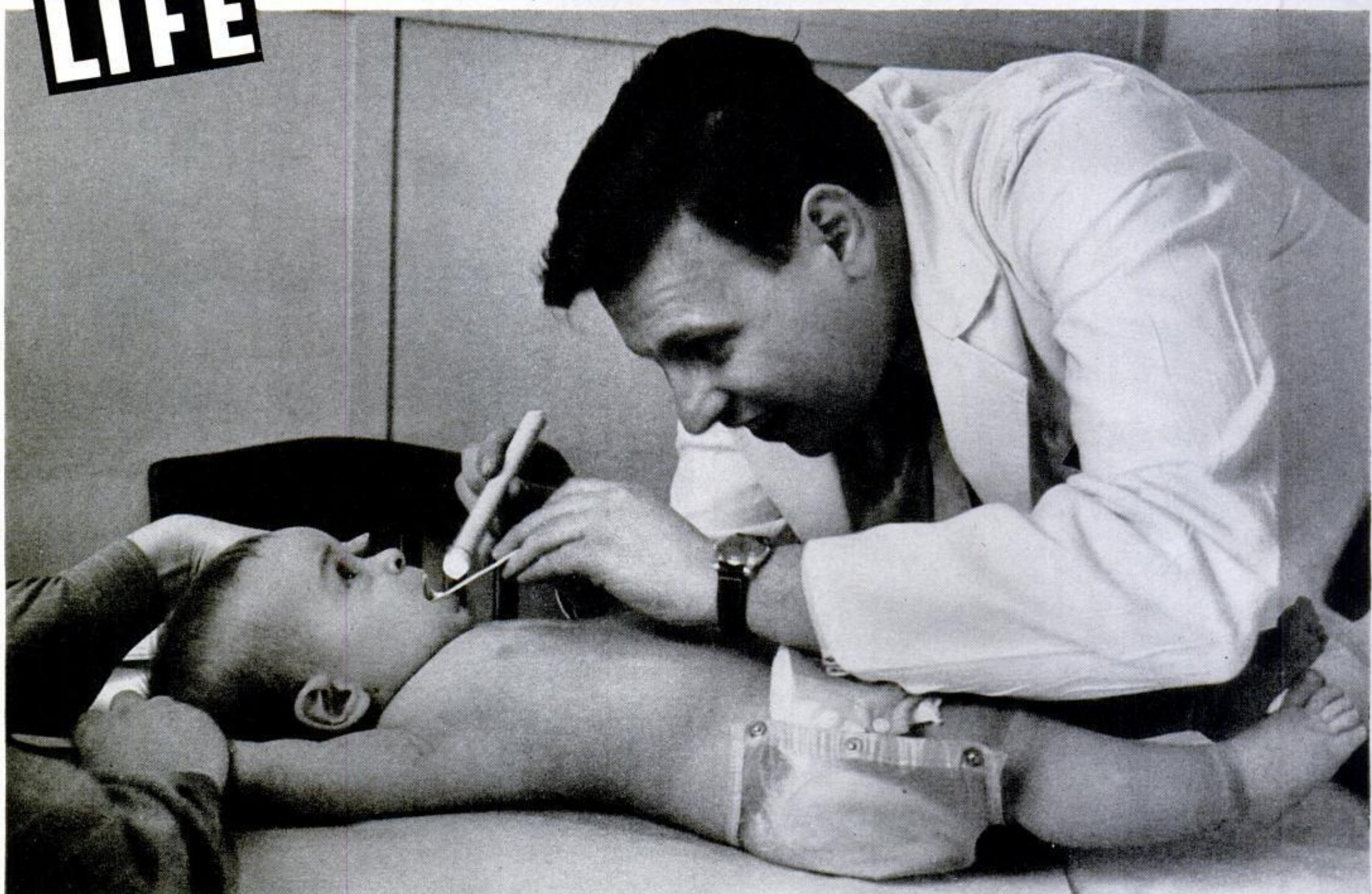
•And talk about smart styling... you'll love the graceful lines, the gleaming, long-lasting chrome plate finish, the cool plastic handles.

Automatic—a turn of the "Temperature Selector" quickly gives you the correct heat. A "tell-you-when" light goes off the moment you have it. Result: You serve golden-brown waffles or just-right sandwiches every time!

Automatic model (shown above)—and the Standard model at \$16.95—come complete with easy-to-clean sandwich and waffle grids. General Electric Company, Bridgeport 2, Connecticut.

You can put your confidence in—

GENERAL  ELECTRIC



EISENSTAEDT'S PHOTOGRAPHS are shown on this page. This future doctor checking infant's tonsils was photographed at Michigan's Medical School.

DESPERATE DRUMMER in the throes of excitement at Army-Michigan football game was part of Eisenstaedt's story on Michigan band (LIFE, Oct. 30).



STRANDED PLANES at New York's La Guardia were pictured in November storm (LIFE, Dec. 4).



IMMIGRANTS awaiting entry to U.S. were pictured by Eisenstaedt at Ellis Island (LIFE, Nov. 13).

SPEAKING OF PICTURES...

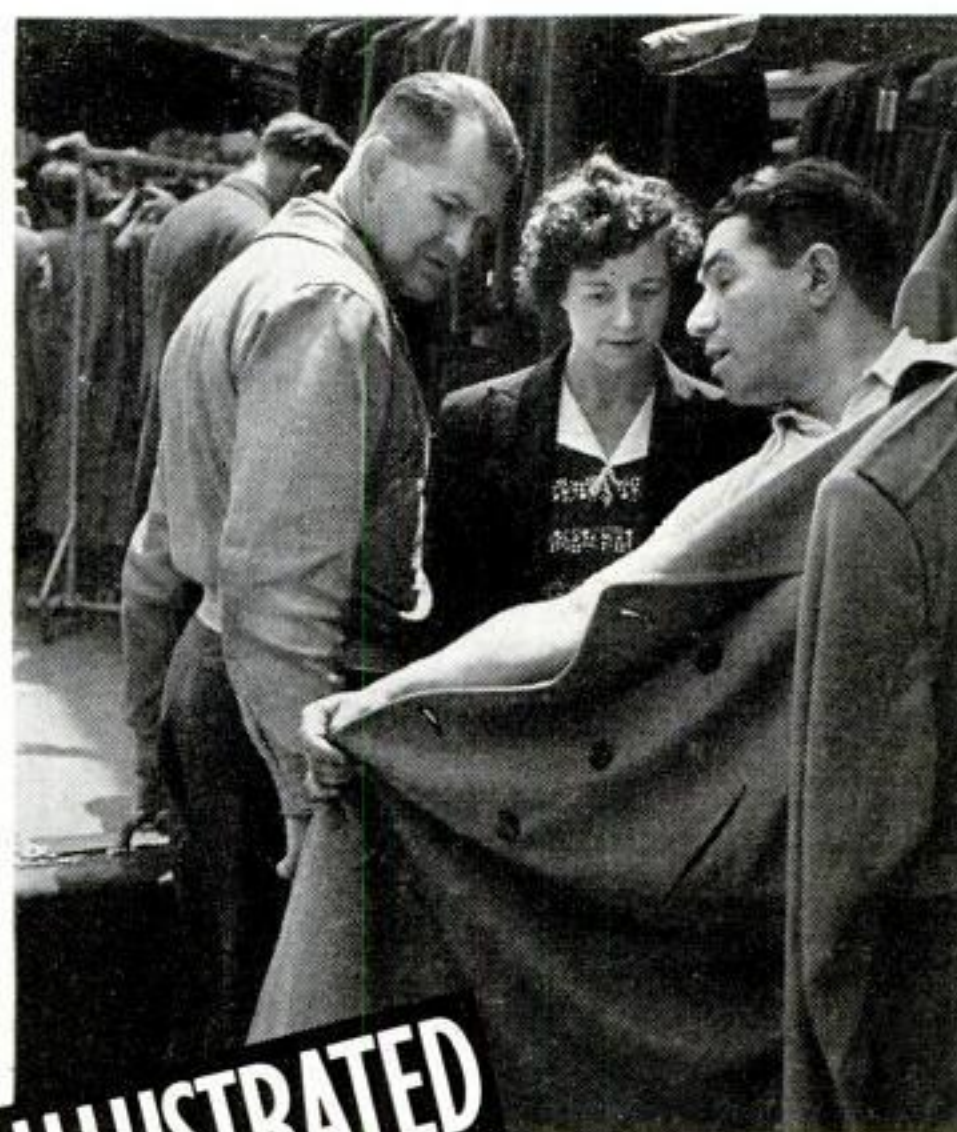
... Missouri "U" names LIFE's Eisenstaedt top news photographer of the year



EISENSTAEDT

This week Alfred Eisenstaedt, who has been on LIFE's staff since its first issue in 1936, was named "Photographer of the Year" by the University of Missouri-Encyclopaedia Britannica's annual news photography competition. This was the second consecutive year a LIFE man

has won the contest, Leonard McCombe having won last year. Fifty-two-year-old Eisenstaedt won out over 627 other North American and European photographers. Examples of his award-winning, 27-picture portfolio are on the opposite page. Here and on the next page are other winners. In the contest's remaining eight prize divisions, LIFE photographers won two firsts, one second (Mark Kauffman), three honorable mentions (McCombe, Kauffman, Wallace Kirkland) and a special citation for war photography (David Douglas Duncan).



ILLUSTRATED



BEST SEQUENCE AWARD went to *Illustrated's* Erich Auerbach for his 23-picture story on contrasts between London's East End and the elegant West End.



ST. LOUIS POST-DISPATCH
PICTURES

BEST PROJECT AWARD went to St. Louis *Post-Dispatch* staff for pictures illustrating newspaper's crusade for better housing, traffic and school conditions.



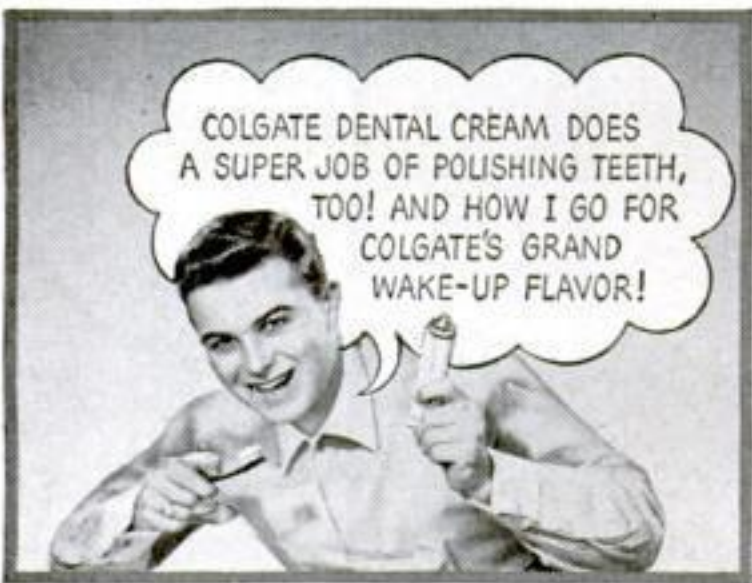
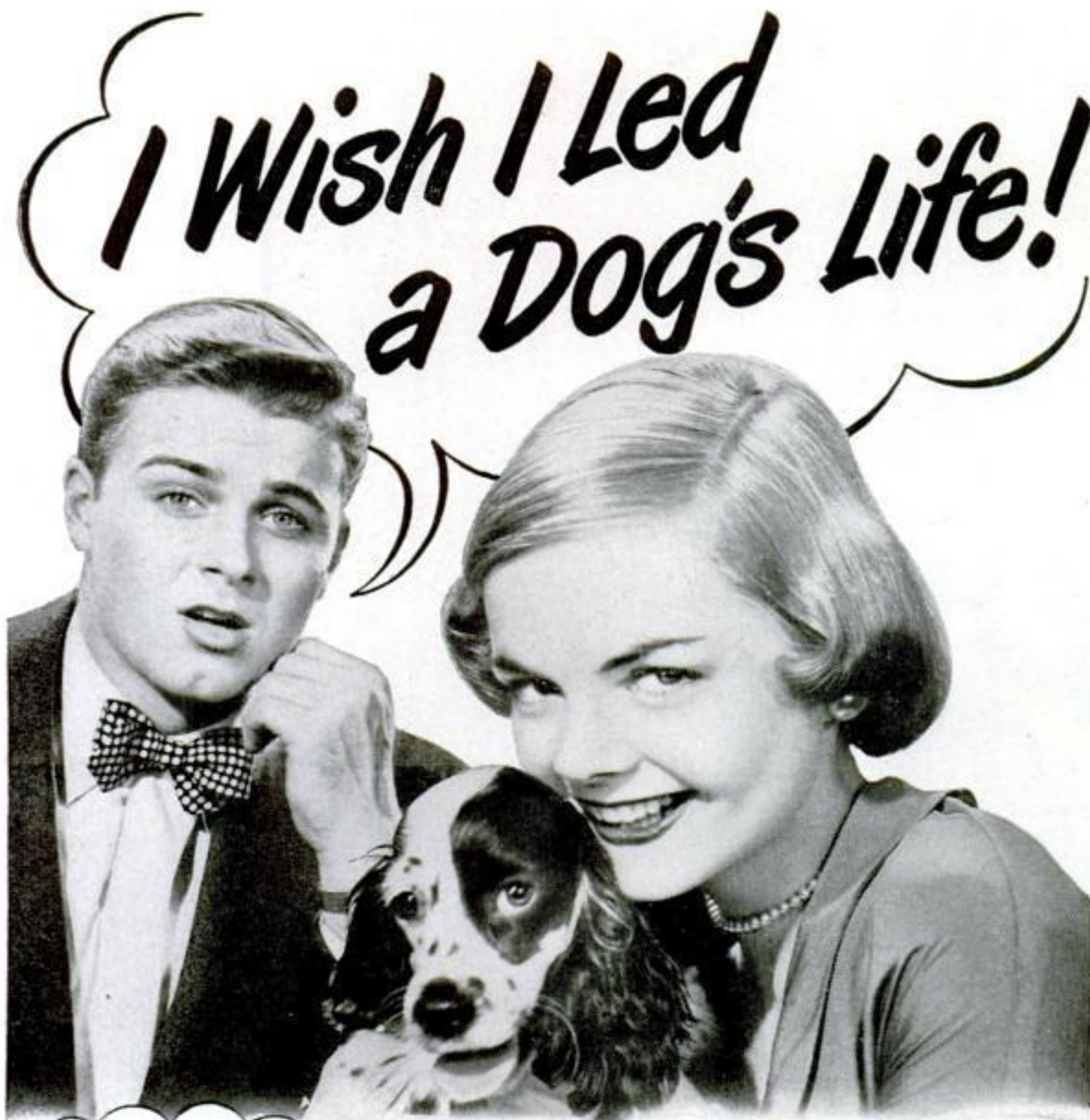
PICTURE
POST

BEST WAR COVERAGE AWARD went to Bert Hardy of *Picture Post* for photographs of Inchon invasion in September.

LIFE

BEST FEATURE AWARD went to W. Eugene Smith's photo of Welsh miners (*LIFE*, Feb. 20, 1950).





READER'S DIGEST* Reported The Same Research Which Proves That Brushing Teeth Right After Eating with
COLGATE DENTAL CREAM
STOPS TOOTH DECAY BEST

MOST THOROUGHLY PROVED AND ACCEPTED HOME METHOD OF ORAL HYGIENE KNOWN TODAY!

Reader's Digest recently reported the very same research which proves that the Colgate way of brushing teeth right after eating stops tooth decay best! The most thoroughly proved and accepted home method of oral hygiene known today!

Yes, and 2 years' research showed that the Colgate way stopped *more* decay for *more* people than ever before reported in dentifrice history! No other toothpaste or powder—ammoniated or not—offers such proof—the most conclusive proof ever reported for a dentifrice of any type!



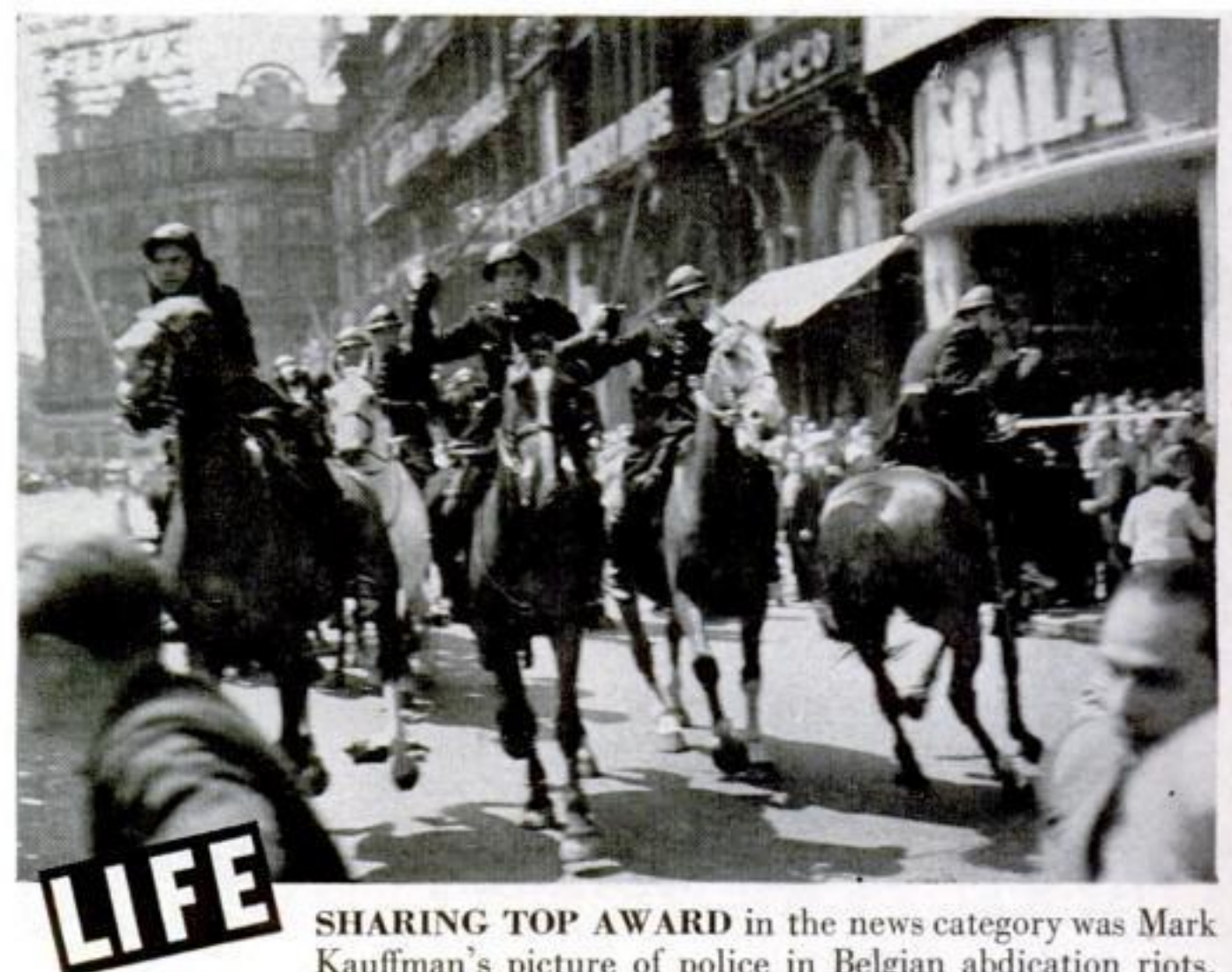
***YOU SHOULD KNOW!** Colgate's, while not mentioned by name, was the one and only toothpaste used in the scientific research on tooth decay recently reported in Reader's Digest.



TOP SPORTS PICTURE of the year was this leggy rodeo photograph taken by Dean Conger of the *Denver Post*.



TOP NEWS PICTURE, tied with one below, was Don Ultang's aerial "Big Ditch," which appeared in *LIFE* on May 8.



SHARING TOP AWARD in the news category was Mark Kauffman's picture of police in Belgian abdication riots.

Van Raalte

"BECAUSE YOU LOVE NICE THINGS"



JEWELS: SEAMAN SCHEPPS

*The shorter your sleeves,
the longer your gloves*

This year—of all years—you'll have a crush on these loves of gloves by Van Raalte.

For they rise to every occasion—every costume—from the push-up sleeves of your new spring coat to the no-sleeves-at-all of so many summer dresses. And they're made of Amersuede,* Van Raalte's famous double-woven rayon that looks and feels like suede, wears and washes like a dream, takes to colors beautifully. The longest glove, \$4.00.

Top to bottom: \$3.00, \$2.25, \$1.65. At better stores everywhere.



—and Van Raalte is famous for stockings and underthings, too.

*®

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THE CLEAREST PICTURE IN *Television*

When it comes to *complete* home entertainment, everyone thinks of Admiral. It's a fact! Admiral makes more television combinations than all other brands put together. See this exquisite **NEW** Admiral today and you'll quickly understand why. You'll see the sharpest, brightest, clearest picture in television . . . Admiral's famous triple-play automatic phonograph . . . the super-powered Dynamagic radio. All in an authentic 18th Century cabinet with generous record storage space . . . at a sensational low price confirming again Admiral's claim to the greatest values in television. Available with 17 or 21-inch picture screen.

ON TV: { "Lights Out," NBC, Mon., 9 PM, EST . . .
"Stop the Music," ABC, Thurs., 8 PM, EST.

Prices slightly higher south and west . . . subject to change without notice.

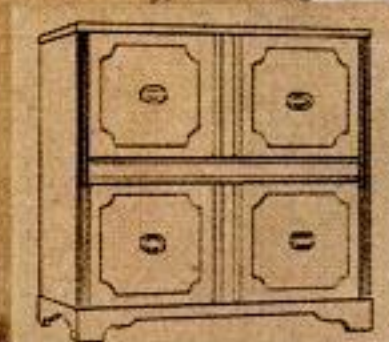


Model 37K35 Walnut

Seventeen inch TV

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\$499⁹⁵



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LIFE'S COVER

The dress on this week's cover is one of the prints that made spring news in Paris (pp. 100-107). A Dior design, which will be imported by Henri Bendel, it has a pleated skirt, worn over a stiff petticoat, and a matching print stole. Wearing the dress is one of the top models in Paris, 23-year-old Sylvie Hirsch of Dior's. To halt the growing practice of importing Americans for fashion photographs, Sylvie and the Dior girls adopted a Machiavellian tactic. They went on a semistarvation diet, got their waists so slim that only one of the American girls who came over for the openings could be squeezed into the clothes which had been fitted to the French models.

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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; INT., INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPUBLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.



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and the deep blue sea

EDDIE FISHER sings the songs of Walter Donaldson

My mammy—My blue heaven
After I say I'm sorry—My mom
My buddy—At sundown

LISA KIRK sings the songs of Jimmy McHugh

I feel a song comin' on—Don't blame me
You're a sweetheart—Exactly like you
I'm in the mood for love—I can't believe
that you're in love with me

DON CORNELL sings the songs of Sammy Fain

That old feeling—Was that the human thing to do
When I take my sugar to tea—I'll be seeing you
Let a smile be your umbrella—Wedding bells
are breaking up that old gang of mine

PERRY COMO sings the songs of Billy Rose

Without a song—More than you know
It's only a paper moon—Me and my shadow
That old gang of mine—I found a million dollar baby

DINAH SHORE sings the songs of Gus Kahn

I'm through with love—Makin' whoopie
Orchids in the moonlight—Around the corner
I wonder where my baby is tonight—
My isle of golden dreams

TONY MARTIN sings the songs of Arthur Freed

Singin' in the rain—Pagan love song
I cried for you—You are my lucky star
You were meant for me—It was so beautiful

MINDY CARSON sings the songs of De Sylva,
Brown, Henderson

Button up your overcoat—Together
Just a memory—Thank your father
You're the cream in my coffee—The best
things in life are free

DENNIS DAY sings the songs of Sigmund Romberg

When I grow too old to dream—Lover, come back to me
When hearts are young—Silver moon
Serenade—Deep in my heart, dear

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SENATORIAL ACCUSER FULBRIGHT SPEAKS AT MEETING

Vol. 30, No. 10

LIFE

March 5, 1951



WORRIED WITNESS, MERL YOUNG, EARNESTLY EXPLAINS METEORIC RISE IN WASHINGTON

RFC GETS INTO A JAM

CHARGES OF FIXING BY CRONY CREATE POLITICAL SENSATION

In Senate Room 457 last week the professorial senator from Arkansas, William Fulbright, was pulling a story from a prayerful 37-year-old Missourian named Merl Young, whose wife assists President Truman's personal secretary. Every political ear in Washington was cocked, for not since the five percenters were flushed from cover in 1949 had the capital had such a titillating scandal.

The story went back a year ago, to the time when Fulbright's investigation began poking into the Reconstruction Finance Corporation. After hearing testimony which filled nearly 3,000 printed pages, the committee issued a report intimating that too many RFC loans were being handed out on the basis of political patronage and the advice of friendly Democrats, some of whom were in the coterie of White House cronies. As a conclusion the committee recommended that the five-man board be dismissed and replaced by a single director. President Truman blew up over the report and publicly characterized it as asinine; whereupon the committee resumed its inquiry and called Young to the stand.

In 1940, Young explained, when his wife went to work for Senator Truman, he started his government career as a \$21-a-week messenger. After a hitch in the Marine Corps he returned to Washington in 1945 as a \$4,500-a-year RFC examiner. Three years later he left to work for the Lustron Corporation where he became an \$18,000-a-year vice president. This company had borrowed \$37.5 million from RFC. At the same time he accepted

a \$10,000-a-year job from the F. L. Jacobs Co., which received \$3 million from RFC. He also found spare time, he testified, to work for the Democratic National Committee. Now in the insurance business with an estimated income of \$60,000 a year, he testified, "I never received any fees or commissions for representing anyone before the RFC. . . . I did start at the bottom and work up. . . ." But Young had been accused by a Texas attorney of having once asked for \$85,000 to arrange a \$10.1 million loan. Young denied this, saying the attorney had in fact offered him money to persuade Democratic Chairman William Boyle to represent his company. Puzzled and exasperated, Senator Charles Tobey, a committee member, exclaimed, "Their words are as far apart as Dan and Beersheba. Somebody has committed perjury."

Two days later the committee had a new sensation. The President, who had reversed himself and accepted the committee's recommendation for a single director, reacted in still another way. He had ordered copies of some 800 letters from congressmen to the RFC in behalf of constituents and friends. White House aides said the President needed these to frame a reorganization plan. But congressmen muttered dark suspicions that this was nothing short of political intimidation, that the President was trying to silence his critics by proving that everybody wanted to influence the RFC. The committee, which had already turned up a fascinating cast of characters (*see following pages*), prepared to dig a little deeper.



RFC BOARD MEMBERS meet during the hearings. Left to right are: William E. Willett, Walter E. Cosgriff, Chairman W. Elmer Harber, C. Edward Rowe. One Republican member, Walter L. Dunham,

was recuperating in Florida. The board, which will probably be abolished soon, made dignified denials to charges that its members succumbed to political influence, insisted it could justify every loan it made.



MERL YOUNG'S WIFE, Laretta, consults Truman aide, Major General Harry Vaughan, in White House. She is secretary to Truman's personal secretary, often takes President's letters in shorthand.



EX-RFC HEAD Harley Hise, ousted last year, testified on political influence, said Presidential Assistant Dawson tried to influence policy of board.



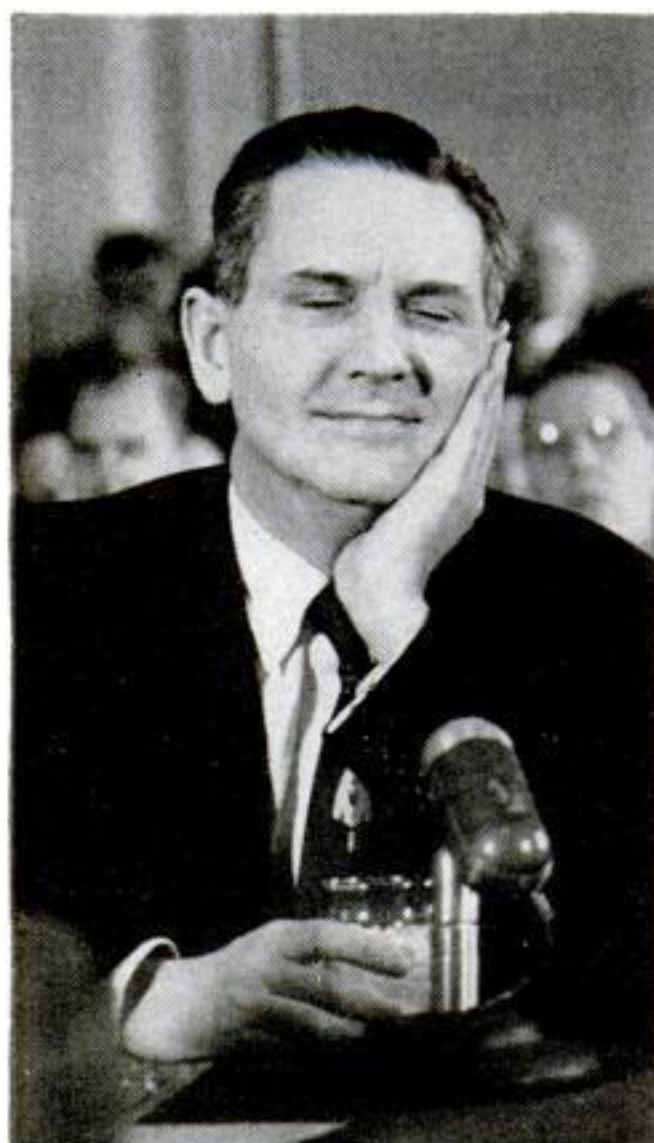
YOUNG'S ADVERSARY, Ross Bohannon, lawyer for Texmass Corporation, testified he did not pay Young. He believed Young lacked influence.



RFC CRITIC, Edgar Kaiser, said influence peddlers had offered to help him get loans but he refused. He complained RFC gave him a tough time.



YOUNG'S SIDE-KICK, Joseph H. Rosenbaum, Washington, D.C. lawyer, also sought loans for clients. He helped Young in insurance business.



RFC PRESS AGENT, Eugene Kelly, was hastily hired at \$50 a day, when heat went on, to counteract unfavorable publicity the board was getting.



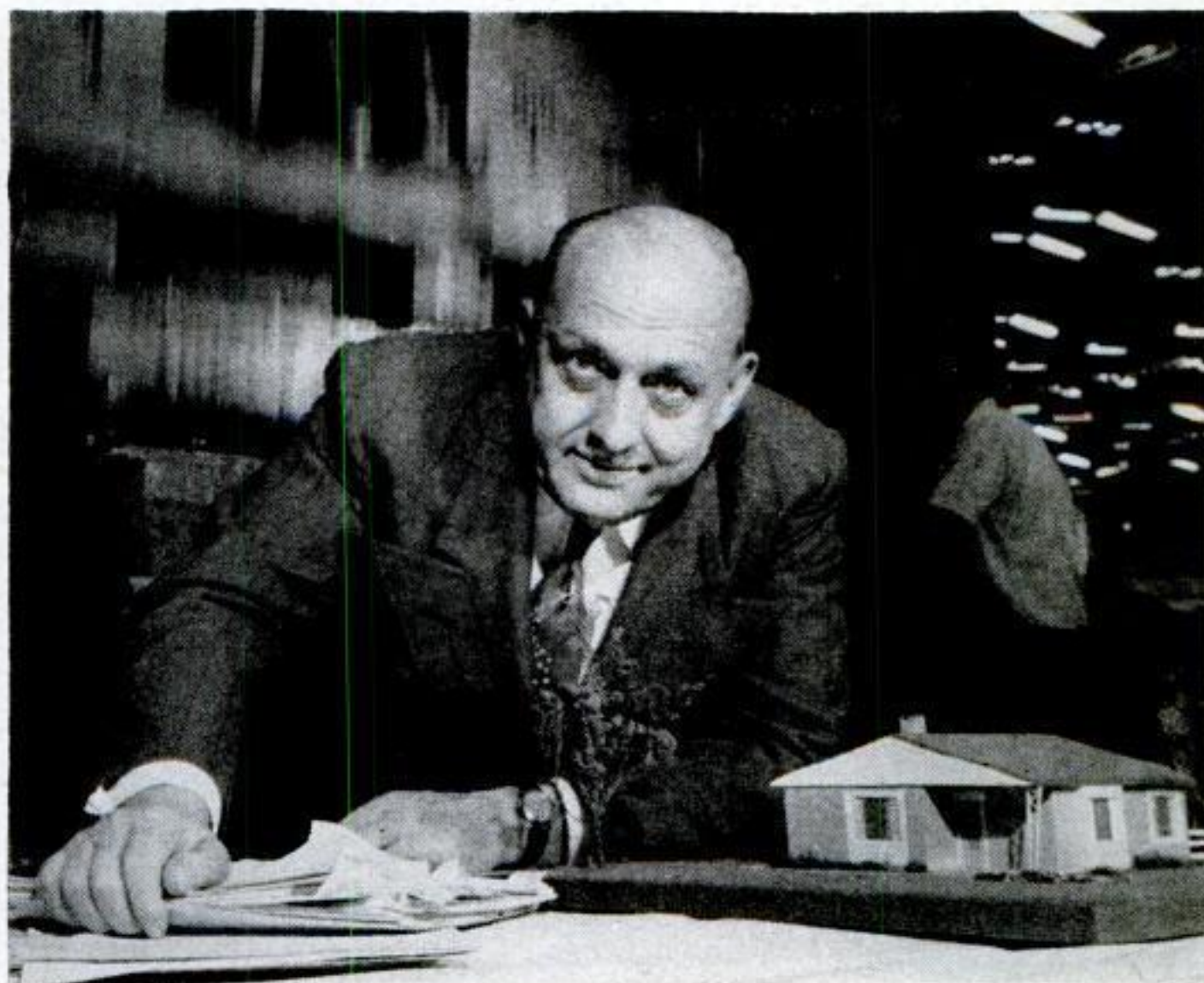
RFC BIGWIGS, Chairman Harber and executive office manager, Arthur M. Merritt, whisper together at hearing where they revealed that congressmen's letters about RFC loans were being photostated at RFC headquarters and sent to White House. Harber said he had talked to the President himself about the letters.



CHIEF RFC FILE CLERK is Mrs. Donald Dawson, well-dressed wife of Truman assistant. She is in charge of all RFC files, including the letter files.



YOUNG'S FRIEND, William Boyle (right), chairman of Democratic National Committee, is shown returning with Young from a political junket.



YOUNG'S FORMER BOSS, Carl Strandlund, headed now defunct Lustron Corp., which borrowed \$37.5 million from RFC to build prefabricated houses. He testified RFC Director Dunham tried to get control of Lustron for Young and his friends and, to his belief, took part in RFC effort to destroy company.



TRUMAN AIDE, Donald Dawson, was painted as major meddler in RFC. Here at Vargas' inaugural in Brazil he stands with Nelson Rockefeller (left).

TESTIMONY WAS SET DOWN VERBATIM AS REPORTER (LEFT) DICTATED IT INTO RECORDING MACHINE. HERE RFC DIRECTOR COSGRIFF (CENTER) IS WITNESS



THE SHELLS' DEADLY LIGHT

As "Operation Killer" begins, the U.N.'s big guns smash at Seoul in a round-the-clock offensive

The sound of the big guns was heard in Korea day and night as General Matthew Ridgway's "Operation Killer" ground forward over the bodies of tens of thousands of Chinese and North Koreans. The Eighth Army attack, which started Feb. 21, is a new phase of the limited offensive which Ridgway began on Jan. 25. Since the start of this offensive the objective has been to kill, not just to take ground.

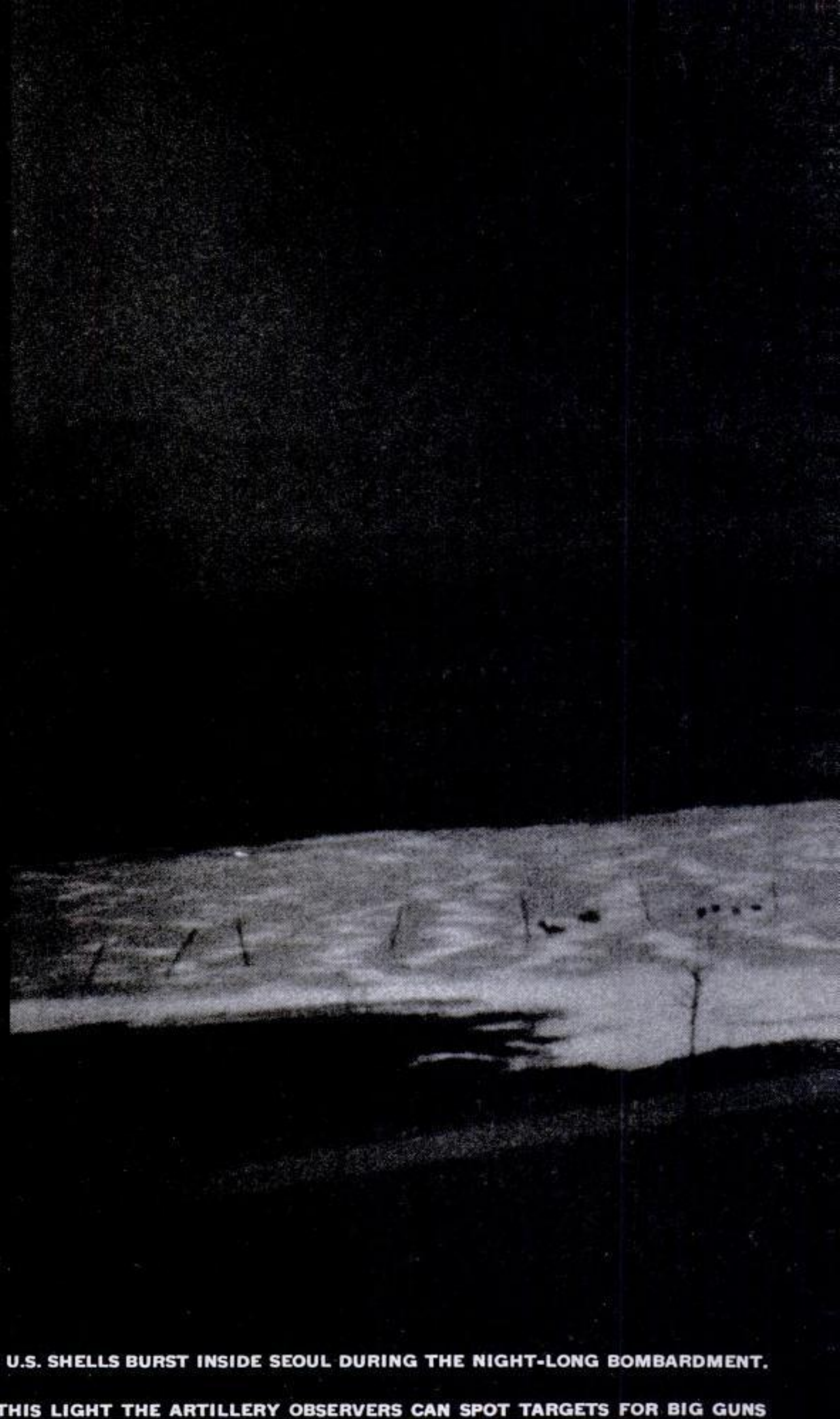
By now the U.N. army has learned to kill on a 24-hour basis. No longer is night the ally of the Reds alone. No longer can whole battalions of enemy troops move silently and unseen into the soft rear areas of the U.N. forces. Nor is night a complete protection from devastating air strikes against their supply lines.

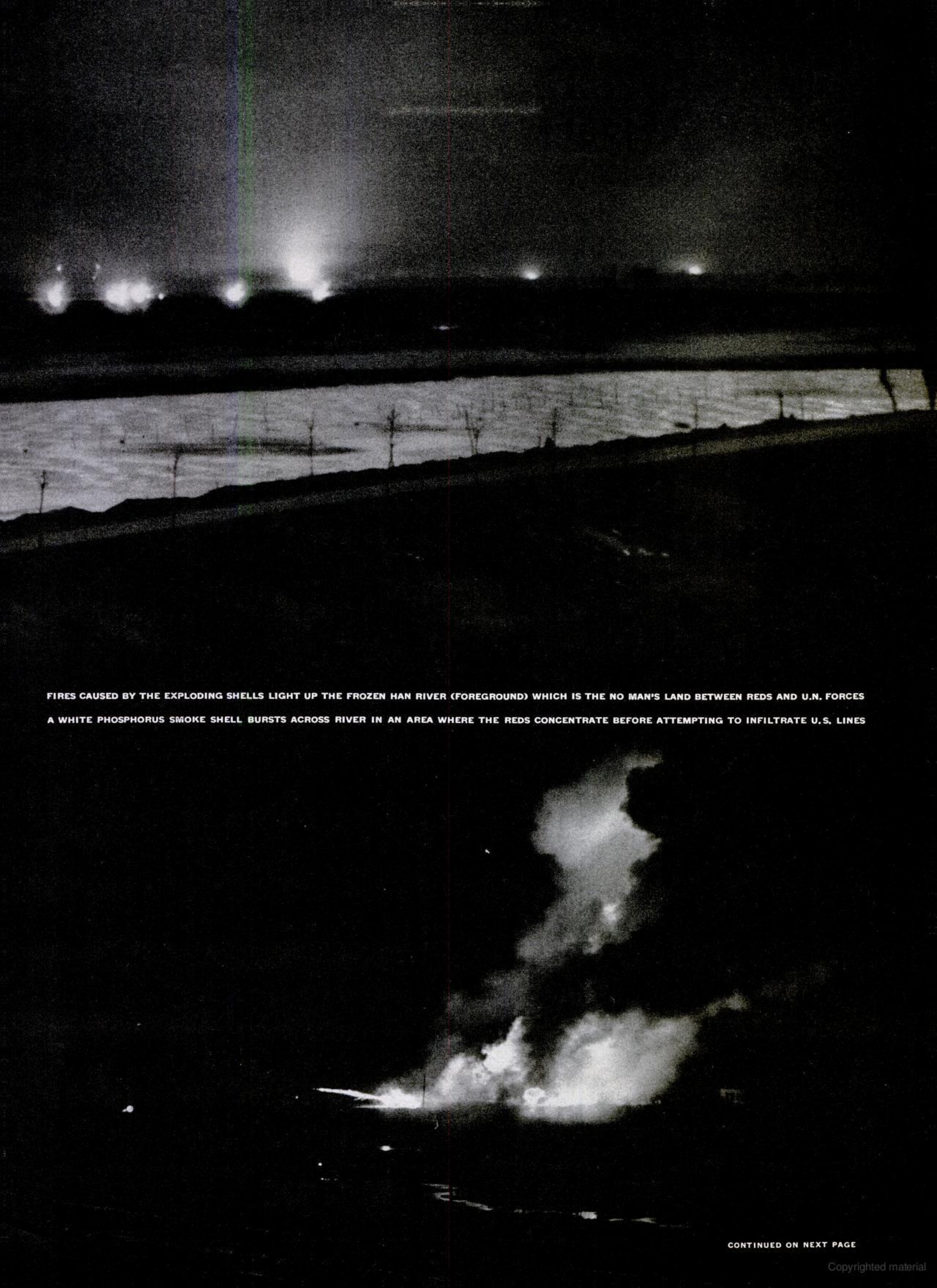
Now after-dark flares fired by the mortars light up targets for the artillery gunners. At Seoul the enemy gets no rest, as shown by the photographs on these pages. The cold nights are filled with the nearly soundless crump of the infantry mortars, the earsplitting crack of the recoilless rifles, the bark of the 105-mm howitzers and the deep growling roar of the big 155s and 8-inch howitzers. Far behind the Red lines Air Force planes are dropping magnesium flares and then sweeping in for the kill with daytime effectiveness. The slaughter since Jan. 25 is now estimated at over 100,000 Chinese and North Koreans.

By the end of last week General Ridgway's veteran divisions were meeting "stiffening enemy resistance" along the central front. Still ahead of the slowly advancing Eighth Army were huge Chinese reserves concentrated in northern Korea and Manchuria. Spring is the traditional opening of the campaigning season. If they do plan to move, that may be the time for the Chinese to replace their casualties and try for the decisive victory which had been snatched from them this winter. No one thought that Operation Killer would soon be ended.

U.S. SHELLS BURST INSIDE SEOUL DURING THE NIGHT-LONG BOMBARDMENT.

BURNING FLARE ILLUMINATES ENEMY AREA AS IT DRIFTS OVER HAN RIVER. BY THIS LIGHT THE ARTILLERY OBSERVERS CAN SPOT TARGETS FOR BIG GUNS



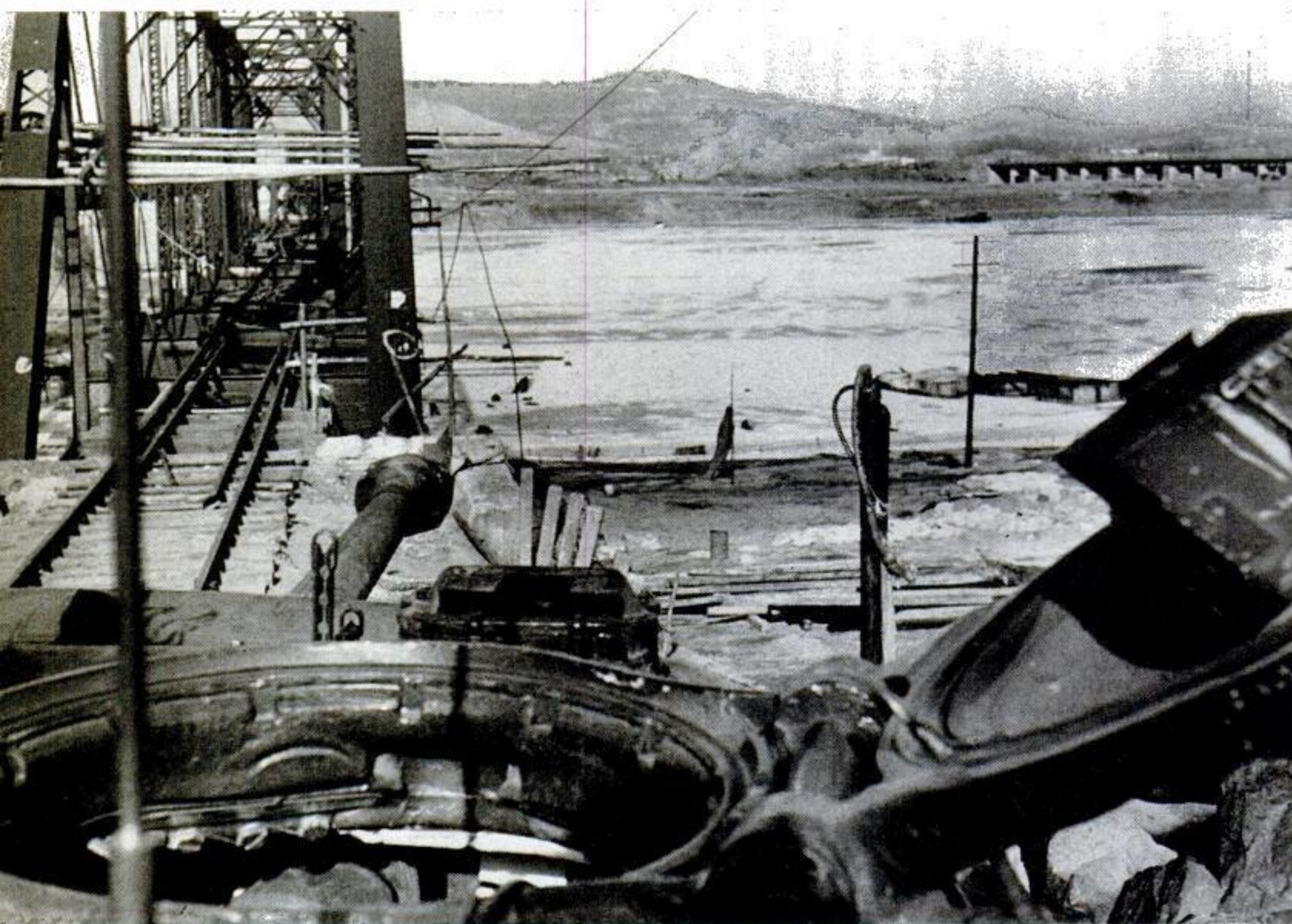


FIRES CAUSED BY THE EXPLODING SHELLS LIGHT UP THE FROZEN HAN RIVER (FOREGROUND) WHICH IS THE NO MAN'S LAND BETWEEN REDS AND U.N. FORCES
A WHITE PHOSPHORUS SMOKE SHELL BURSTS ACROSS RIVER IN AN AREA WHERE THE REDS CONCENTRATE BEFORE ATTEMPTING TO INFILTRATE U.S. LINES

CONTINUED ON NEXT PAGE



155-MM HOWITZER OF CRACK NEGRO 96TH FIELD ARTILLERY FIRES IN SNOWSTORM ON CENTRAL FRONT



SHERMAN TANK (FOREGROUND) THROWS 76-MM SHELLS ACROSS HAN AT ENEMY SELF-PROPELLED GUN



GI HELMET and liner are scarred by jagged hole from a shell fragment and round one from a bullet.

LIGHT OF DAY SHOWS THE RED DEATH TOLL

When daylight comes, the duel across the Han continues as tanks move up to the river bank to re-enforce the day-and-night fire of the big guns. And with the first morning light comes a job for the infantrymen. Reds who have managed to infiltrate across the frozen river at night have to be cleaned out. The well-armed Reds come carrying civilian clothes, into which they change for the daytime, and a sack of rice, which will feed one of them for several days. For the GIs the continuous house-to-house searching is a long, tiresome process punctuated by a sniper's bullet fired from some rubble pile.

To the east in central Korea, where the war is being fought over a seemingly endless expanse of scrub-covered mountains, the Chinese have thrown in their heaviest attacks. At one small town, Chipyeong, the U.S. 23rd Infantry Regiment, supported by the French battalion and a Ranger company, was surrounded by two or three Chinese divisions. For nearly 48 hours the perimeter was held against waves of charging Reds who, with fanatical bravery, were stopped at the very edge of the infantrymen's foxholes (*opposite page*). With their ammunition running low, the Americans and French counter-attacked with the bayonet. The Communists finally withdrew, leaving daylight to reveal the heavy toll that was the price of their failure.



HEAVY MORTARS are set up in town across from Seoul. Man swinging pick is digging in against possible night attacks by the Communists (*picture at right*).



LIGHT MACHINE GUN, protecting the mortars at left, caught infiltrating Chinese soldiers at point-blank range and piled up their corpses along the street.

DEAD CHINESE LIE ALL OVER THE CHIPYONG BATTLEFIELD. THESE REACHED ONLY THE EDGE OF A GI'S FOXHOLE →



THIS WAY TO PEACE

PART I

Look again at the headline at the top of this page—and do not be fooled by it, or by any promise of a sure “way to peace.”

There is only one sure “way to peace.” It is the unthinkable way of total surrender to our enemy, Soviet Communism. All of us live in the knowledge that any other way we take, any other policy we adopt, anything else we do, *may* lead to World War III. Indeed we know that doing nothing at all could lead, and very probably would lead, straight to World War III.

In view of these assumptions—these commonplaces of our harsh time—is there any valid hope of peace? Is World War III, to repeat an old but ever-present question, inevitable? Is there any course, is there any policy open to us that may fairly be called a “way to peace”?

LIFE believes that,

- 1) There is a valid hope of peace.
- 2) World War III is not inevitable.
- 3) There is a course, there is a policy open to the non-Communist alliance, and open especially to the U.S., that may fairly be called a “way to peace”—provided that the words war and peace are honestly used and are defined with care.

Call it a struggle

These words—so fraught with all the fears and all the yearnings of our epoch—are widely misused. The abuse of these words, sometimes intentional, contributes immeasurably to the confusion of the time. It is too much to hope that they will be given the same meaning by everyone who uses them. But anyone who talks about war and peace has a solemn duty to know precisely what is meant and to say it clearly—without doubletalk. For only by a clear and consistent use of the words can a sound course and a sound policy be charted. And only by the precise and honorable use of these words can attention be drawn again to the possibility, now sadly neglected, that all of us may wake up some day in a world whose problems are the problems of peace, not war.

Now for some definitions of war and peace as they apply to 1951.

First—war.

Anyone may say, “Why, I know what *that* means.” But do you? Is it what is going on now in Korea? In Indo-China? In Malaya? Our government and the United Nations say not. Millions of people hope and say not. The little word “war” has been so perverted that there can be shooting wars which are never, never to be called “war.”

Yet it is a word in general use, it has a present meaning. LIFE, for example, has said recently that we are already at war—“war to the finish, war now.” What is meant by this use of the word “war”?

For war, substitute “struggle.”

“We are already in a struggle—a struggle for our lives, a struggle to the finish, a struggle now.”

Will this statement be questioned? Probably. But not by so many. Not by many people of good sense and good will who, in their fear and loathing of war, resist and reject any suggestion that they are or may be in anything which they would call “war.”

War, in this meaning of struggle, is Korea. It is the bitter battle for Indo-China, and for Malaya. It is the travail of the Philippines, where Communist Huks are killing and being killed. It is the contest—the struggle—between Communist and non-Communist for France, for Italy, for Germany. It is the Voice of America, battering

at the curtain around Russia and satellite Europe. It is some propaganda officer whom you never heard of, in Berlin, preaching freedom to the East Germans and to the Russians who dwell among them. It is, at home, the exposure and conviction of Alger Hiss. It is rearmament, and controls, and the broadening of the draft, and Eisenhower calling more troops to Western Europe.

It is the struggle which is part of the lives of us all, the struggle in which all of us are in one way or another involved.

It is a struggle which cannot be wished away or abandoned. For if we lose this struggle, we die. As a nation, as a society, as a people, we die. If we win this struggle—and we have every chance of winning it—we live. As a nation, a society, a people, we shall then be able to live in what may rightly be called peace.

And what is that?

A universal state of ease? No. A world without troubles or strains? No. A world without enmities, a world in which men and nations do not want to fight other men and nations? Probably not, in view of mankind's long failure to achieve such a world. A world without Communism? No—almost certainly there will be, in this hoped-for world at peace, an idea, a doctrine, a movement which is called Communism.

What then are the foreseeable differences between the world of 1951 and a world at peace?

The biggest difference will be that *this enemy*—“the vast complex of doctrine, nations, governments, parties and men called ‘Soviet Communism’”—will not be around. A philosophy called Communism, parties and governments which call themselves Communist—they, as has been said, may be around. But not the armed and integrated system to which we give the name of Soviet Communism.

A kindred difference to be hoped for is that in this world at peace there will be no other big and committed aggressor—no nation or group of nations which is impelled, by its very nature, to worldwide aggression as the Soviet Communist system is impelled.

A wild dream? Not at all.

Most people alive today have never known such a world, and too many assume that there never has been and never can be such a world.

That is silly.

A world worth having

Just imagine that the present struggle had not been forced upon us, or that it were suddenly over.

Imagine, if you like, that Soviet Communism had turned out to be the amenable force that so many expected it to be after World War II.

There would still be many tensions in the world. It is reasonable to suppose that the Asia and Africa of 1951 would be astir. That Russia would be wanting Iran's oil. That the U.S.A.'s strength and behavior would inspire some uneasiness and would be often misunderstood.

But from where would arise a critical threat of World War III?

There is every reason to suppose that in a world rid of the present enemy and done with the present struggle such a threat would not arise for a long, long time.

A lot of people would be happy to have such a world, and to call its state of being “peace.”

Courses and policies that may avert all-out war and lead to peace will be discussed next week.



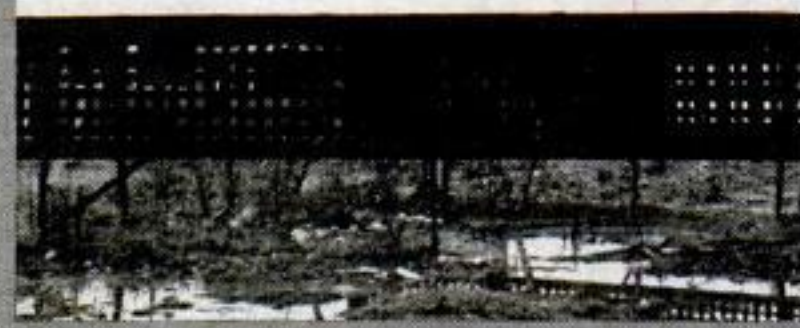
MITTEN HARVEST

When children left mufflers and mittens behind at Tremont School in Cleveland, Ohio this winter, the principal put the unclaimed ones in a basket. They soon overflowed into big cartons.

Recently, when days grew warm, she counted them. There were hundreds of hats, boots and mufflers and 158 mittens like the ones around the two children above. Only six were mates.

"LITTLE ORVIE" RIDES AGAIN

The uninhibited mayor of Dearborn, who insults civic benefactors and gets city employes to do his chores, beats a recall movement



UNDERGROUND HEADQUARTERS
MAYOR OF DEARBORN
SOMEWHERE IN WAYNE COUNTY
MICHIGAN

TEMPORARY OFFICES OF THE
MAYOR OF DEARBORN
WAYNE COUNTY JAIL
DETROIT 26, MICHIGAN

CANADIAN HEADQUARTERS
MAYOR OF DEARBORN
IN EXILE
PRINCE EDWARD HOTEL
City of Windsor, Province of Ontario
DOMINION OF CANADA OF THE BRITISH EMPIRE
BEYOND THE SEAS



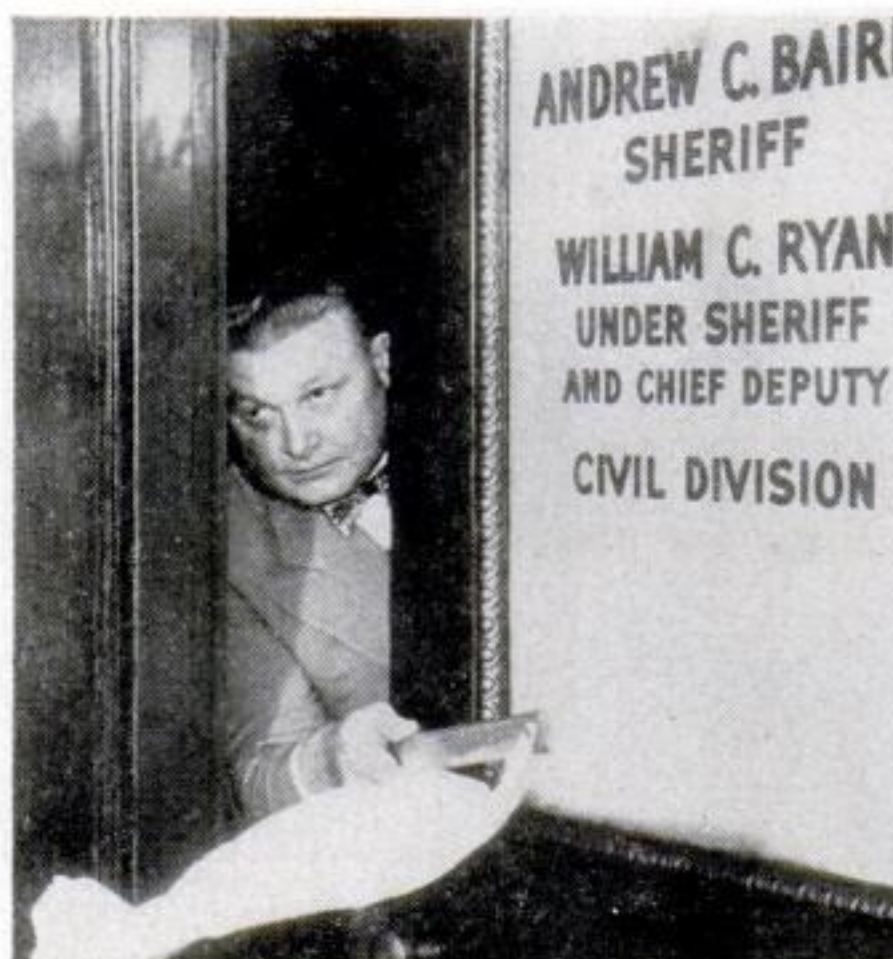
WAR OF WORDS was waged by posters and letter-heads. Orvie's "underground" headquarters were in next county and Canada; he never went to jail.



ORVIE'S FIRST TERM began with his inauguration at age of 38. Long a political eager beaver, he had already run in vain nine times for various offices.



ORVIE MARCHES with U.A.W. president Walter Reuther (right) during a strike against Ford company, which is one of Orvie's favorite whipping boys.



WHITE FLAG is waved for the benefit of newsmen when Orvie surrendered to sheriff, posted a \$5,000 bond pending his satisfaction of the libel judgment.



ORVIE'S SECOND TERM was marked by city council ruling forbidding him to talk to the public. Here Orvie violates it as his police chief looks away.



ORVIE TAKES OVER an anti-Orvie rally, grabs mike as his police chief seems to reach for a gun. He didn't, but recall forces made much of the picture.



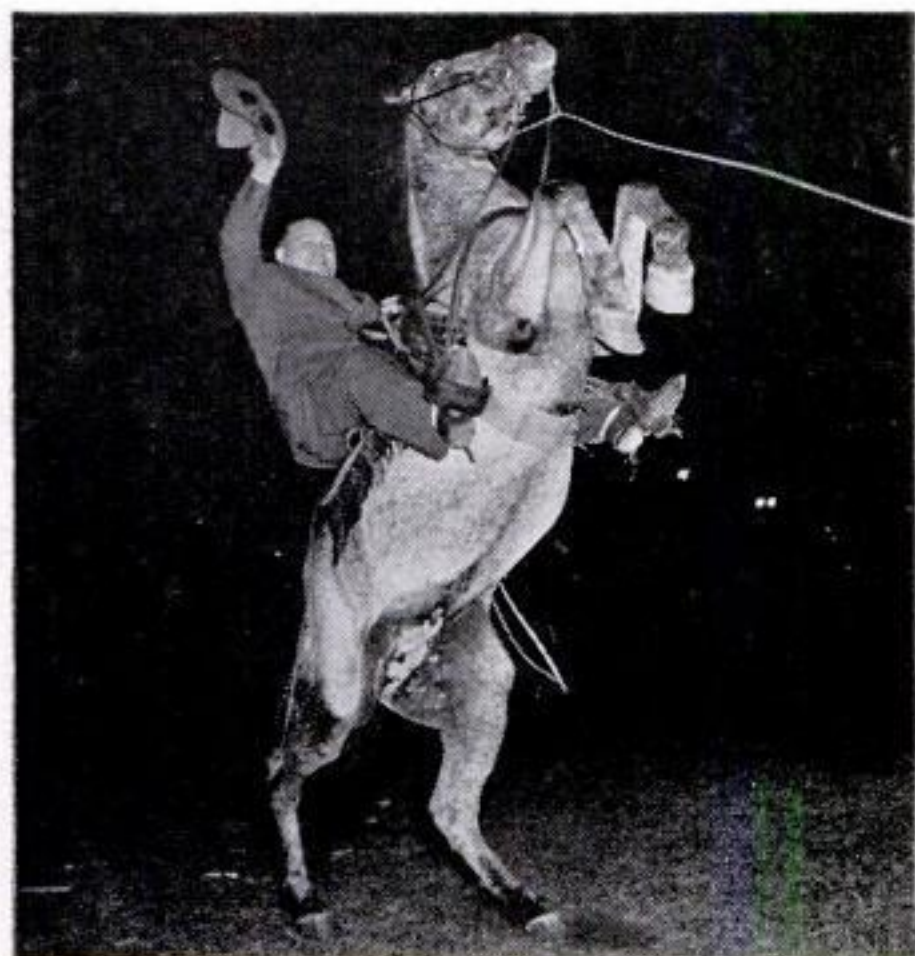
ANTI-RECALL POSTERS were distributed by Police Chief Ralph Guy (left). Later Orvie ordered Guy to give no news to the papers that opposed him.

Dearborn, Mich. is a middle-sized (94,500 population) manufacturing town (automobiles), almost entirely surrounded by Orville L. Hubbard. "Little Orvie" (weight: 220 pounds) was elected mayor in 1942 on a reform ticket and once in office became posturing, dictatorial, unstable. His career as mayor has been marked by four re-elections and a series of doubtful triumphs. By raising a spurious Negro issue he halted an insurance company from putting up a

housing project Dearborn needed. For months he delayed a Ford Motor Company gift to the city of a \$4.5 million hospital (on the ground its plan contained no outpatient clinic).

Orvie sedulously seeks votes by sending city department heads out to answer housewives' complaints in person, and the taxes of his political opponents have been known to go up. Under Orvie, Dearborn's city attorney does the mayor's private law work, its police photographer

shoots the mayor's publicity pictures, its firemen usher at the mayor's political rallies. When loudmouthed Orvie libeled an attorney, the attorney sued and won a \$7,500 judgment. Orvie could not pay and, facing jail, he fled to various exiles (letterheads at left), from which he still conducted his government. Last year some indignant citizens began a recall movement. Last week, by a ratio of four to three, Dearborn chose to retain the most clownish mayor in the U.S.



WITH A HORSE Orvie poses gladly for cameras at a Dearborn rodeo. He loves to pose for pictures and later cut them out of the papers and file them away.



WITH A TYCOON, Henry Ford II, Orvie poses again as Ford gives him a deed to 40 acres on which city school was to be built. But he still attacks Fords.



WITH A SNAKE that terrorized nearby town and was turned over to a circus performer, Orvie poses again, with councilwoman who later aided the recall.



AS A FUGITIVE from Wayne County after losing libel suit, Orvie scans the horizon for hostile sheriffs. This "field office" was in an Oakland County park.



SHOWGIRLS were hired by Orvie, along with a trick violinist and an imitator, to help pack his big rally. Orvie also told jokes, distributed door prizes.



BIG AUDIENCE attended rally the night before recall election, heard Orvie introduced as "Marine trained, appealing, unbossed." He (right) attacked

the Fords, the local press, his own policemen, Franklin Roosevelt, Negroes, Jews and also the man he still owes for libel. Size of the rally forecast his victory.



MARX BROTHERS BLOW TOP In the jungle country of New Guinea, where Yanks and Australians fought the Japanese eight years ago, a greater blast than any ever heard during the war recently rent the countryside. Mount Lamington, whose four heads had earned it the nickname of "The

Marx Brothers," had erupted. For weeks some natives had warned it was about to happen, but white residents scoffed, for never in memory had the volcano boiled over. When the explosion came a pilot looked out of his plane and saw a mushrooming jet of steam, fire and black smoke (above, left), which he estimated rose 50,000 feet. Rescue teams found great damage



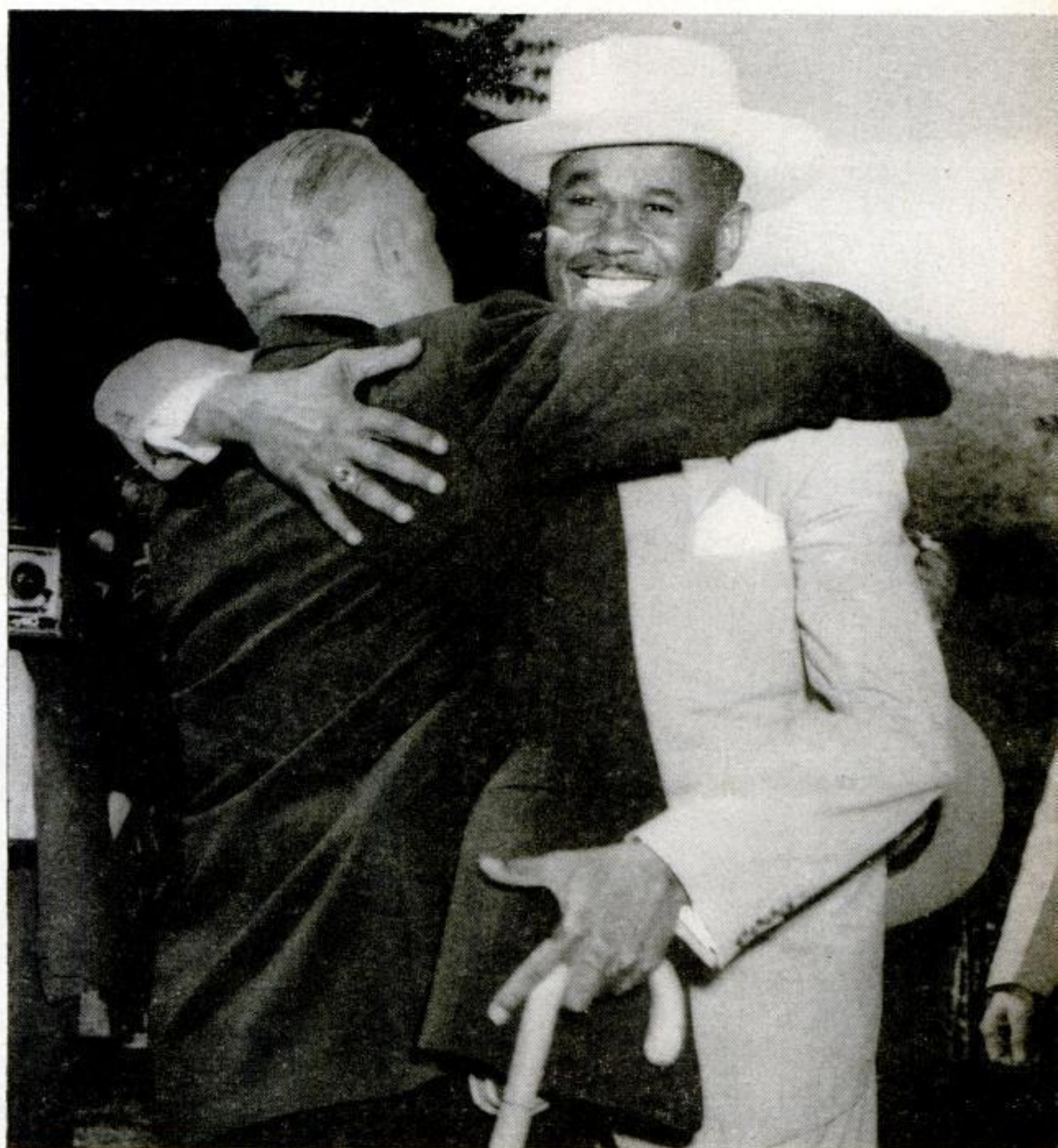
PLATE GLASS KILLINGS A bungling burglar doing a night job on a store in the little mining town of Wallace, Idaho somehow let his rifle go off. The shot went through the window, killed a passer-by and brought police and state



done not by lava but by pumice dust and volcanic clinkers which blotted out 20 villages, killing 4,000 natives and 35 whites. In one lonely stretch (*above*) a jeep was impaled on the stumps of a forest grove. The earth had been swept clean of jungle growth for 10 miles around, terrible gashes dented its surface and the mountain had blown off one of its heads (*right*).



troopers who moved in with machine guns and tear gas. It also brought out foolhardy spectators (*left*) who, like the police, worked in close to watch the five-hour gun battle (at Wallace Supply Co.) that ended with the burglar dead and the store window looking like a glass sieve (*above*).



HAITIAN HELLO In Haiti, long at odds with the Dominican Republic (its last president was the target of Dominican plotters in 1949), new President Magloire embraced Dominican Dictator Trujillo. Trujillo appears to wear holster under his coat.



EMOTIONAL "DUMPERS" are shown after being hauled into a Manhattan police station. Sherman White (*above*), one of four bribed L.I.U. players, confessed to throwing six games, got \$6,250 for doing so. Below, in bitter self-reproach, is N.Y.U.'s Harvey Schaff, who tried unsuccessfully to get teammate to throw game.



IN BORSHT CIRCUIT, C.C.N.Y.'s Ed Warner (*right, rear*) one of dumpers, had soft job waiting on tables. His real job was playing on hotel basketball team.

DUMPING SCANDAL SPREADS

College sport was riding for a fall—and got one

In this era of professionalism in college sports a basketball player is exposed to "offers" before he is out of high school. They come first from the colleges. Before he knows it a talented kid finds two or more colleges bidding for his services with cash, presents, promise of plush jobs after graduation. He early learns to ask the big question: "What's in it for me?" Later, if offers come from fast-talking gamblers and he accepts \$1,000 to miss a few baskets, the last men to blame him should be those who run the colleges. Since basketball became big box-office in the late 1930s, U.S. colleges have been asking for trouble and finally they got it—in the form of the most nauseating scandal in U.S. sports history.

The nasty tale began unfolding in January, when two Manhattan College players admitted having taken bribes to "dump" games (*LIFE*, Jan. 29). The lid blew off last week, when eight players from three other major New York teams—Long Island University, College of the City of New York and New York University—were charged with attempted bribery and dumping games in Madison Square Garden. There were indications that the scandal would spread far beyond New York. In the backwash of the scandal accusing fingers pointed at many places, including the summer resort hotel circuit in the Catskills (*above*), where college stars get paid well for soft jobs and play on hotel basketball teams (*LIFE*, Aug. 28). Said the father of L.I.U.'s All-America candidate Sherman White (*top, left*), "It would have been different if he was raised on the streets, but he had to go to college to learn something he was never taught at home."



THE FIXER, ex-convict Salvatore Sallazzo, here being booked at police station, spent a summer in Catskills where he made it his business to meet players.

V-8* HAS LIVELY FLAVOR AND GOODNESS

no single juice can match!

*V-8 Vegetable Juices
is a delicious blend
of 8 juices in one drink!

V-8 FOR VITAMINS
V-8 FOR VITALITY

Teresa Wright
Starring in
"SOMETHING TO LIVE FOR"
A George Stevens Production
for Paramount

Teresa Wright Helps Movie Director Make New Discovery!

SAY, TERESA, FROM THE LIGHT IN YOUR EYE
THAT DRINK MUST TASTE MIGHTY GOOD.
WHAT IS IT?

V-8 VEGETABLE JUICES!
AND IT NOT ONLY TASTES GOOD,
JIM — IT'S GOOD FOR YOU.
WOULDN'T YOU HAVE A GLASS?

TERESA, THIS V-8 REALLY HITS THE SPOT.
NEVER TASTED A JUICE WITH SUCH
REFRESHING FLAVOR.

THAT'S BECAUSE V-8 IS MADE
FROM THE JUICES OF 8
GARDEN-FRESH VEGETABLES.
NO SINGLE JUICE CAN MATCH
IT FOR LIVELY FLAVOR
AND GOODNESS.

THAT NIGHT

YOU KNOW, DEAR, I'VE MADE
QUITE A FEW 'DISCOVERIES'
ON MY OWN BUT IT WAS TERESA
WRIGHT WHO TOLD ME ABOUT
THIS DELICIOUS V-8. AND
M-M-M—WHAT A DISCOVERY!

MAY I HAVE
ANOTHER GLASS,
MOMMY. THIS
V-8 IS TOPS!

V-8 MUST BE
GOOD FOR US, TOO,
BECAUSE EVERY GLASS
CONTAINS THE GOODNESS
OF 8 FRESH
VEGETABLE JUICES.

MADE BY THE MAKERS OF Campbell's Soups

*V-8 is a trademark owned in the United States by Campbell
Soup Company; in Canada by Campbell Soup Company Ltd

So Good— So Easy—

it's great for any BUSY day!



**BUSY DAY
MEAL... that's ready in 5 minutes!**

Cream of Mushroom Soup
Franco-American Spaghetti
Apple and Grape Salad
Coffee or Milk

There's a grand-tasting lunch or
supper you can serve in a jiffy.
Ideal for those busy days that
keep you on the run—putting the
house in order, doing the shopping,
and looking after the children.

Your whole family will enjoy
that good Franco-American...
fine, firm spaghetti—tender-
cooked in a marvelous sauce of

ten choice ingredients, including
the best-aged Cheddar cheese
and juicy, sun-red tomatoes.

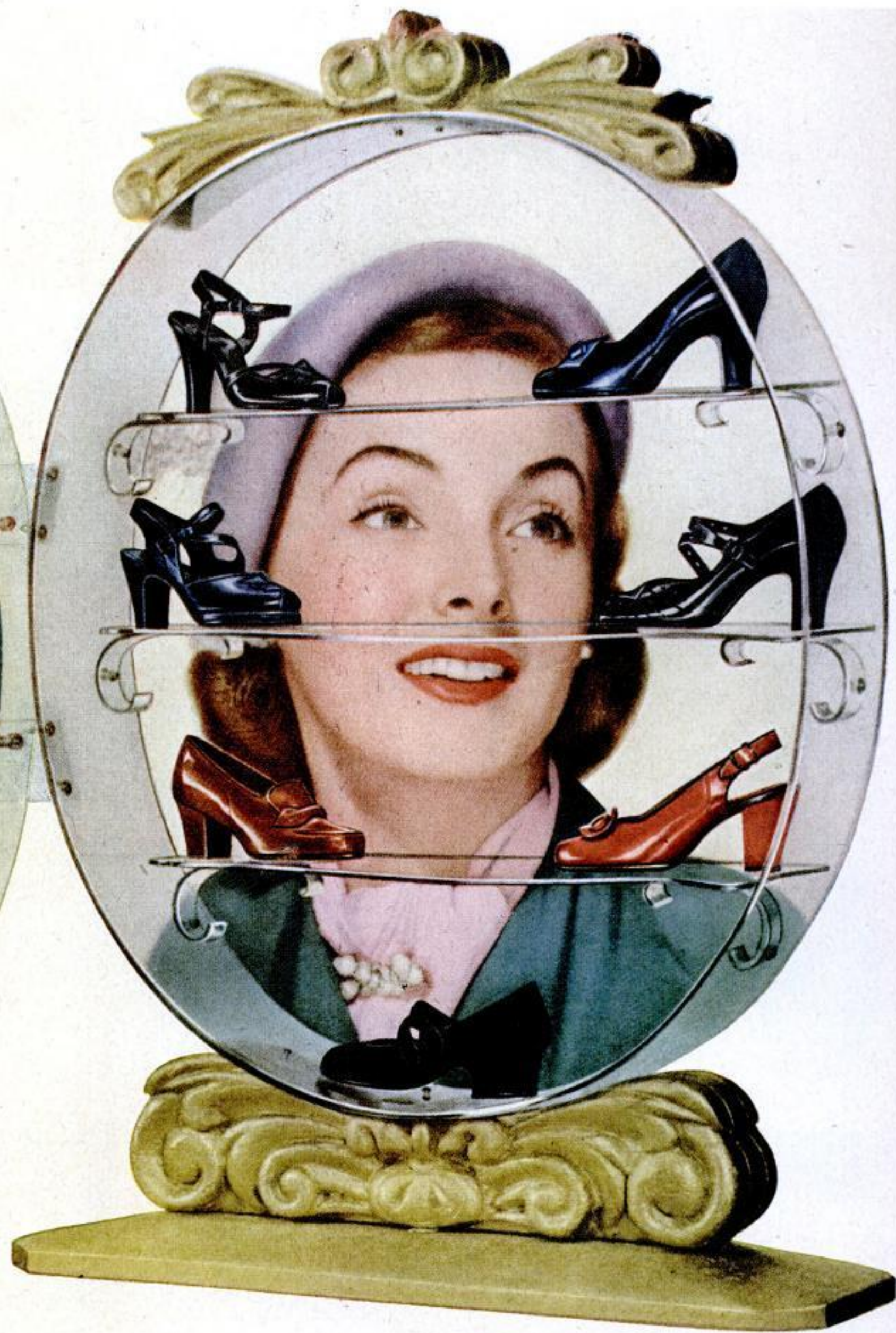
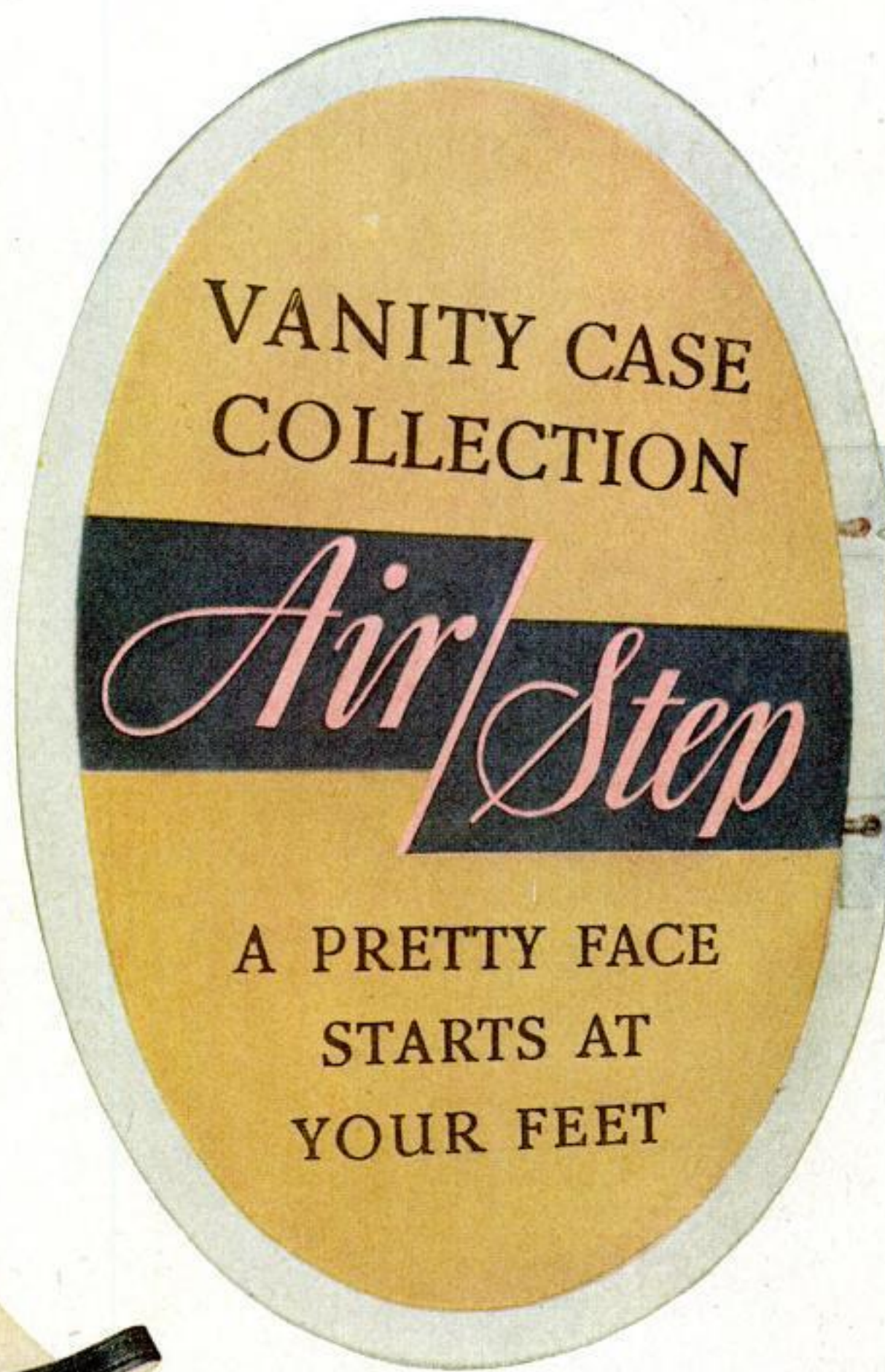
When you have a little spare
time, use Franco-American as a
base for special dishes. Try top-
ping Franco-American Spaghetti
with chopped onion and celery—
browned lightly in butter—then
sprinkle with parsley and serve.
M-m-m, there's a dish your whole
family will relish!

Get several cans of Franco-
American Spaghetti.



READY IN FIVE MINUTES—AND SO THRIFTY!

Franco-American SPAGHETTI



HAPPY

VANITY CASE



SHELLY



CIRCLE



JUBILEE



THE SHOE WITH

COME SEE YOURSELF
IN THE VANITY CASE
COLLECTION AT THE
AIR STEP®
FASHION FAIR

MARCH 3RD TO 17TH

7 MAGIC STYLES THAT PROVE
A PRETTY FACE
STARTS AT YOUR FEET



TESS



STRAND

COLLECTION

You're only as pretty as your most comfortable shoe...as smart as your own self-assurance. Your pretty face starts with the Air Step Magic Sole—the buoyant, exclusive feature that keeps you "Fresh at Five."

Assurance goes with Air Step's Vanity Case styles, which say you're smart as a dollar...a smart spender, too. Smart dollars go for Air Step. See the Vanity Case Collection now at your nearest Air Step dealer. Or write Air Step Division, Brown Shoe Company, St. Louis.



BARRY

THE MAGIC SOLE

Shoes illustrated... 11⁹⁵ TO 13⁹⁵

Other styles, \$9.95 to \$13.95
Higher Denver West



Finest Paul Jones in Five Generations!

SINCE 1865, this famous brand has held an honored place among America's proudest whiskies.

Today, we bring you Paul Jones in the beautiful new bottle which it so richly deserves. For in our sincere opinion, this is the finest Paul Jones in five generations.

We only ask that you try today's Paul Jones. Taste its rare, silken smoothness. You just can't buy a better drink.

Paul Jones



Frankfort Distillers Corp., N. Y. C. Blended Whiskey, 86 Proof. 72½% Grain Neutral Spirits.



TELLING FIRST STORY, JONES'S LEFT HAND SAYS THREE MEN, INCLUDING KNIGHT, FOUGHT

DEATH WITHOUT WORDS

Atlanta police arrest one deaf mute for killing of a second over a third



WILLIAM KNIGHT

Atlanta's police force had never had anything like it. Officers found Allen Jones, 30, tinkering with the motor of a car in which William Knight was slumped over dead. Jones had the dead man's wallet. They tried to question Jones and found out that he was a deaf mute. At the police station, when he began scrawling half-legible answers to their written questions, they discovered Knight had also been a deaf mute. First Jones wrote and "signed" with fingers (*above*) that he had intervened in a fight involving three men, including Knight, whom he rescued and took to his car, where Knight died. The police were suspicious but helpless; how could they grill Jones? After hours of this they summoned the Rev. Theo-

dore Cutshaw, a deaf mute who has helped many of Atlanta's deaf mute groups with their problems. Aided by his alert daughter Kitty, 14, who can speak both verbally and by sign language, Cutshaw questioned Jones and got this story: Knight, his landlord, had falsely accused Jones of "fooling around" with Mrs. Knight, also a deaf mute, and had attacked him. Jones struck back in self-defense.

But an autopsy showed Knight had been strangled. A coroner's jury was impaneled, witnesses called. The law's difficulties (*next page*) were not yet over, one reason being that his attorney claimed Jones's first "statement," elicited by a deaf mute and interpreted by a girl with no official standing, was mere hearsay.



MRS. KNIGHT



SECOND STORY is told at the police station by Jones (*left*) to the Rev. Mr. Cutshaw while Kitty translates their lightning finger movements into words for two thoroughly baffled cops.

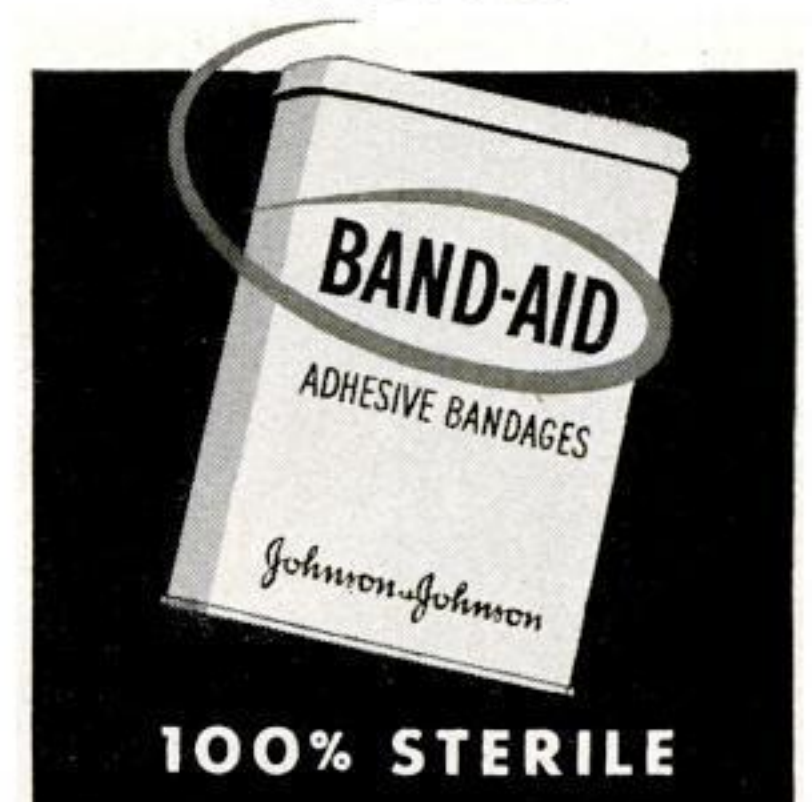
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Never neglect a knee scratch

The tiniest injury can become infected. Never take a chance. Always use BAND-AID, the only adhesive bandage that gives you Johnson & Johnson quality.

Always look for the name on the box



BAND-AID means MADE BY
Johnson & Johnson

slims waist

famous all-elastic
Adjustable Waist prevents
that pinched-in feeling.

slims thighline

diamonds taper control,
ease tension, allow
freedom of motion.

slims hips

"magic diamonds"
concentrate control,
make hips a
whole size smaller.

"the
slimmingest
girdle
you've ever worn!"

N
E
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*Circlet**

There's a Circlet for
every figure type. Colors:
Black, White, Pink.
\$10.00 to \$25.00
Kops Bros. Inc., New York.
Makers of
"the fittingest foundations
you've ever worn!"

*Circlet T. M. Reg.
Pat. Appl. for

Death without Words CONTINUED



CORONER'S JURY both heard and saw the testimony at the inquest, which was held in a large, well-lighted courtroom for good visibility. The testimony



WITNESS Myrtis Thornton (right) told Coroner Edward Almand she had carried a sign message from Knight to Jones, saying "leave my wife alone."



THE VERDICT that Jones should be held for further investigation of a murder charge provoked a highly emotional scene. Jones's father embraced his



included a spoken statement from William Knight's brother, quoting victim's statement that "if I am ever found dead, Allen Jones will be my murderer."



THE ACCUSED (right) had two interpreters, Kitty for the inquest and one for his own lawyer. He insisted he had "confessed" nothing criminal to police.



son while a brother (above father) looked grim. The girl interpreters signaled encouragement to Jones while the Rev. Mr. Cutshaw (right) urged him to pray.

CONTINUED ON NEXT PAGE

Greatest Advance in Home Waving Convenience

Bobbi

PIN-CURL HOME WAVE

Easiest! Quickest! Just pin curls and BOBBI...
No curlers! No blocking! No re-setting!

with BOBBI just do this—



1 Just put up your hair in pin curls. Apply BOBBI creme-oil waving lotion. BOBBI conditions your hair as it waves.



2 Neutralize your pin curls 45 minutes later. No test curls. One easy timing, same directions for all, with BOBBI.



3 And have a beautiful BOBBI wave! No re-setting. Just brush out your pin curls when they are dry... and have a soft, easy-to-manage BOBBI wave.

with BOBBI skip all this—

If you can put up your hair in pin curls, you can give yourself a beautiful BOBBI Wave—all by yourself!



No plastic curlers to fool with



No end papers or rubber bands



No re-setting after neutralizing

Yes, you can give yourself *this* wonderful new home wave without any help. You do it with just pin curls—and BOBBI. You'll love this new BOBBI formula! It's wonderfully *different*... simplifies home waving amazingly. Saves you half the time.

BOBBI waving lotion has a creme-oil base. It conditions your hair while it waves. So, BOBBI leaves your hair shin-

ing with luster, tangle-free and easier to comb... wonderfully easy-to-manage. No "wrong-way curls"—no fly-away frizz.

Next time, give yourself a softer, natural-looking BOBBI HOME WAVE. So easy, so quick, so sure... Set, style, and wave your hair, all at one time! Imagine... all it takes is pin curls—and BOBBI!

All it takes is
 Pin Curls and BOBBI—
 for the prettiest
 home wave you ever had

\$1.25
 Plus tax

At All Cosmetic Counters
 Complete with 60 bobby pins



HOW KITTY INTERPRETED AT INQUEST



JAIL



INNOCENT



ACCUSED



FREEDOM



*Softer by
far and so
firm, too!*

Soft-Weve is a two-ply toilet tissue that combines cleansing tissue softness with practical strength. We call it "water-woven." Try it for its wonderful softness and firm, clothlike texture. Chances are you'll use it always!

*Cleansing tissue soft...
yet toilet tissue firm ...because it's double!*

"Soft-Weve" "Scotties" "soft as old linen" Reg. U.S. Pat. Off.



*Scotties**
are softies!

*... another tissue by **Scott**
that's "soft as old linen"*

Be Happy-

Go Lucky!

I dance and skip upon my toes,
I leap and pirouette -
Since I discovered Lucky Strike,
The happy cigarette!



St. Patrick's is a lucky day
For all us Irish folk,
But every day is lucky when
It's Lucky Strike you smoke!



ENJOY YOUR CIGARETTE!...

If you're not happy with your present brand (and a 38-city survey shows that millions are not), smoke Luckies! You'll get the happy blending of perfect mildness and rich taste that fine tobacco—and only fine tobacco—can give you. Remember, Lucky Strike means fine tobacco. So get complete smoking enjoyment. Be Happy—Go Lucky today!

**L.S./M.F.T.-
Lucky Strike
Means Fine Tobacco**

COPR., THE AMERICAN TOBACCO COMPANY

A feudin' with the neighbors used
To mean a heap of thrills.
But now we all smoke Lucky Strike -
There's peace in them thar hills!



Look what's happened to last night's leftovers

— cooked with

Last night's leftovers will make the most delicious Shepherd's Pie you ever tasted, IF —

If you follow this special recipe, and use the *Kettle-simmered* tomato sauce — HUNT'S.

You'll find Hunt's Tomato Sauce richer, smoother, spiced and seasoned *just* right. And it's *all* tomato — no starchy fillers. Why it takes more than four fresh tomatoes to make one can of *this* sauce!

Yet Hunt's costs you but a *few cents* — much less than the price of a can of soup!

So start using this convenient, low-cost way of buying tomatoes for cooking! Make Shepherd's Pie. Then use Hunt's in your stews, soups, spaghetti, meat loaf, casseroles, gravies!

If it's *flavor* you're hunting... Hunt — for the best. Your grocer has it.



The Wonderful Cooking Sauce
from California



Shepherd's Pie

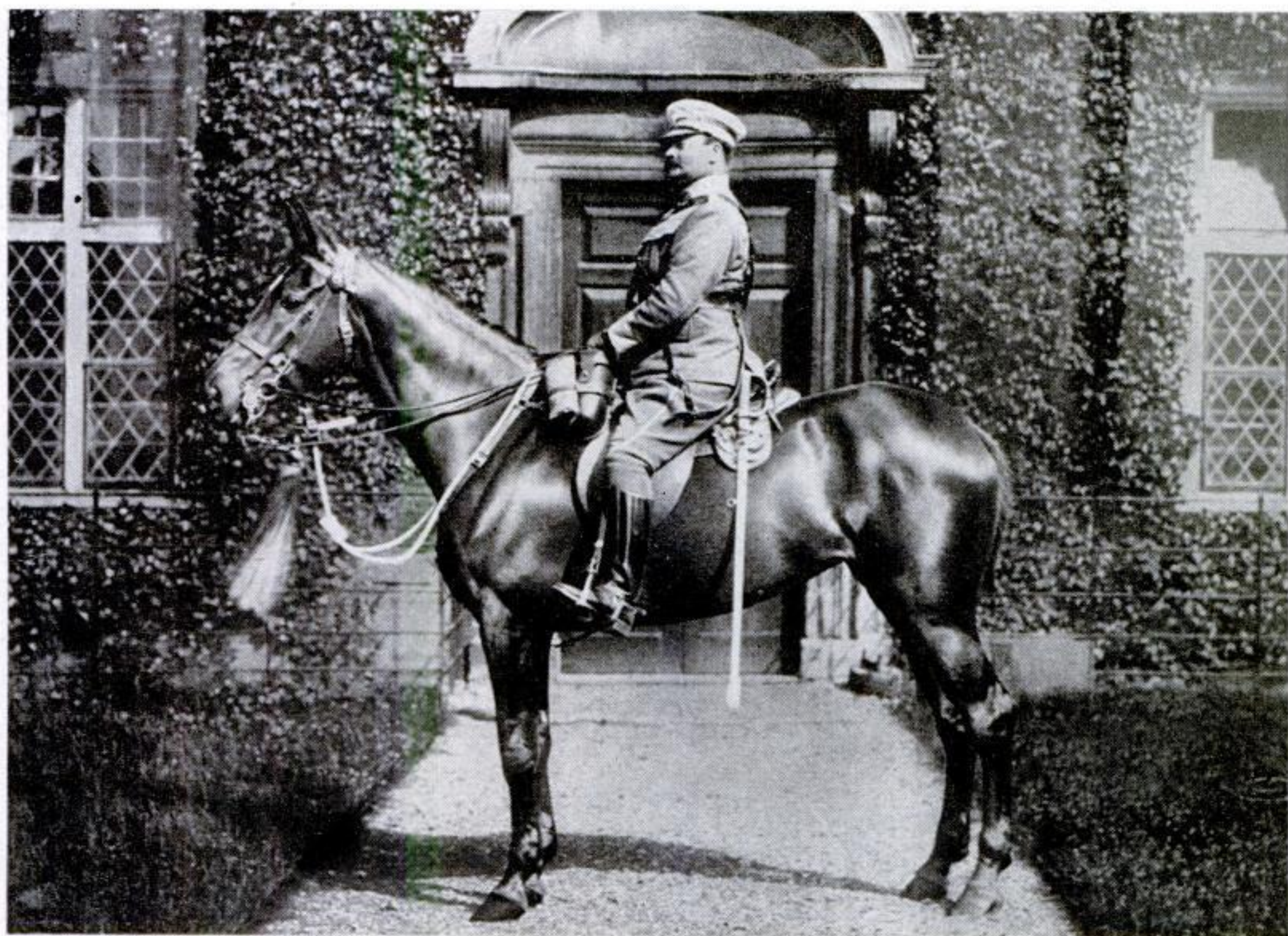
- 2 cups diced cooked meat
- 1½ cups cooked left-over carrots
- 1½ cups cooked left-over string beans
- 2 cans Hunt's Tomato Sauce
- ½ cup left-over gravy
- 2 tsp. Worcestershire sauce
- ½ tsp. salt
- 3 boiled potatoes, thickly sliced
- Melted butter or margarine

Mix all ingredients but potatoes and butter or margarine. Place in greased casserole. Brush potato slices with butter or margarine. Arrange in overlapping layer around edge of casserole. Bake in moderate oven (375°F) 30 minutes or until mixture is heated through and potatoes are lightly browned. Makes 4-5 servings.



Hunt-for the best

Hunt Foods, Inc., Fullerton, Calif.



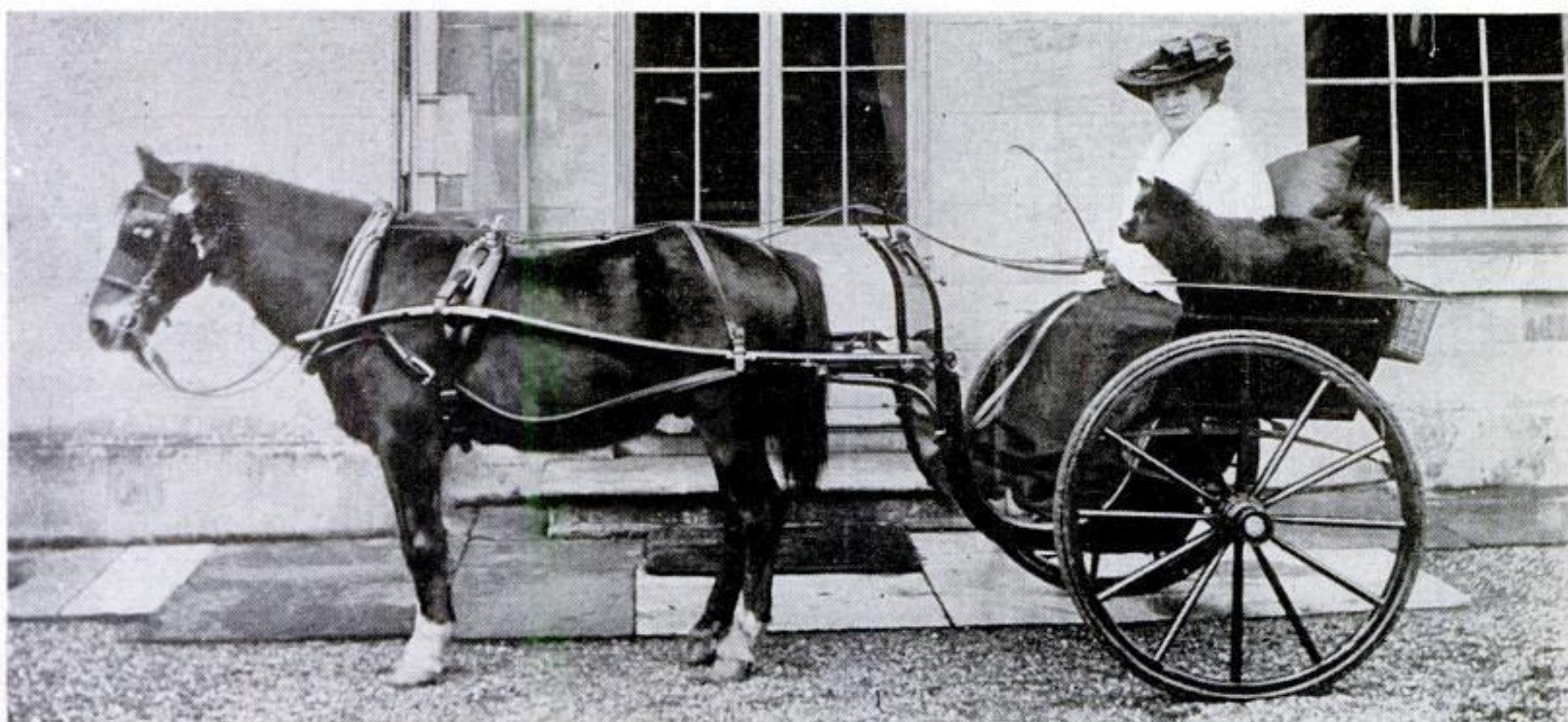
GEORGE FITZWILLIAM, AFTER QUEEN'S GUARDS BOUNCED HIM, SPORTED COUNTY VOLUNTEER CAVALRY UNIFORM

THE GUARD AND THE GAIETY GIRL

Clandestine Victorian romance results in suit for a great English fortune

As grandson of an earl and a dashing officer, George Charles Wentworth Fitzwilliam had a highly proper ambition to belong to Queen Victoria's own Royal Horse Guards, the Blues—and another ambition that was highly irregular: to win the love of a shapely young actress known at the Gaiety Theatre as Eva Raines. In 1886 Fitzwilliam secretly won Evie, followed her to Glasgow where, under the loose Scottish law of mutual exchange of consent, they began living as man and wife. Then Fitzwilliam won the other prize, membership in the Blues. But the queen forbade officers of her Guards to marry actresses, and Fitzwilliam kept his secret. By 1888 the couple had a baby boy, and seven months later they went through a formal English marriage ceremony. Then the truth came out, and George was asked to leave the Blues.

Now, 62 years later, this Victorian romance is being aired in an English court. The couple's first son, George Wentworth Fitzwilliam (known as "Toby"), 63, is trying to clarify his legitimacy. In court Toby argued that his parents were legally wed in Scotland. Under a 1926 English law any ultimate marriage of parents legitimizes all their issue. But Toby did not want to be legitimized that way because such legitimacy does not carry the right to succeed to a title. He rests his case on the Scottish marriage. If he wins he can become the 10th Earl Fitzwilliam, heir to the \$2 million estate of a childless cousin, the present earl. If not, everything goes to Toby's younger brother, Captain William Thomas Wentworth Fitzwilliam "Tom", 46, indisputably legitimate because he was born 15 years after his parents' English marriage.



HIS LOVING EVIE, who was devoted to her husband, enjoyed a gentlewoman's life, drove her pony Winkle with

dog Squeaker at her side. She disliked Toby, who thinks she destroyed Scottish marriage record to disinherit him.

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Life and lots of it!

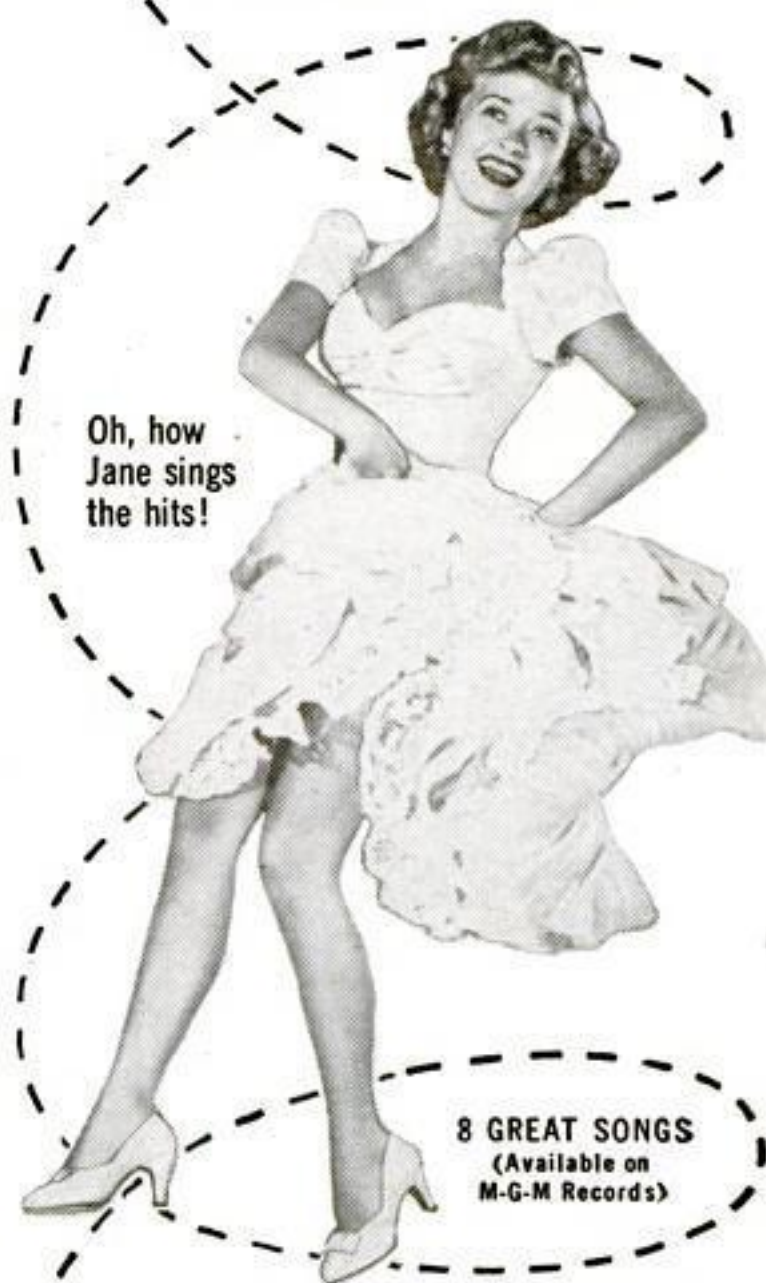


Imagine!
Fred dances
on the ceiling!

A Gala M-G-M Musical
FRED ASTAIRE • JANE POWELL
as a brother-and-sister song-and-dance team

ROYAL WEDDING

co-starring
PETER LAWFORD
COLOR BY
TECHNICOLOR



Oh, how
Jane sings
the hits!

8 GREAT SONGS
(Available on
M-G-M Records)

SARAH CHURCHILL • KEENAN WYNN
with **ALBERT SHARPE**

Story and Screen Play by **ALAN JAY LERNER**
Music by **BURTON LANE** • Lyrics by **ALAN JAY LERNER**

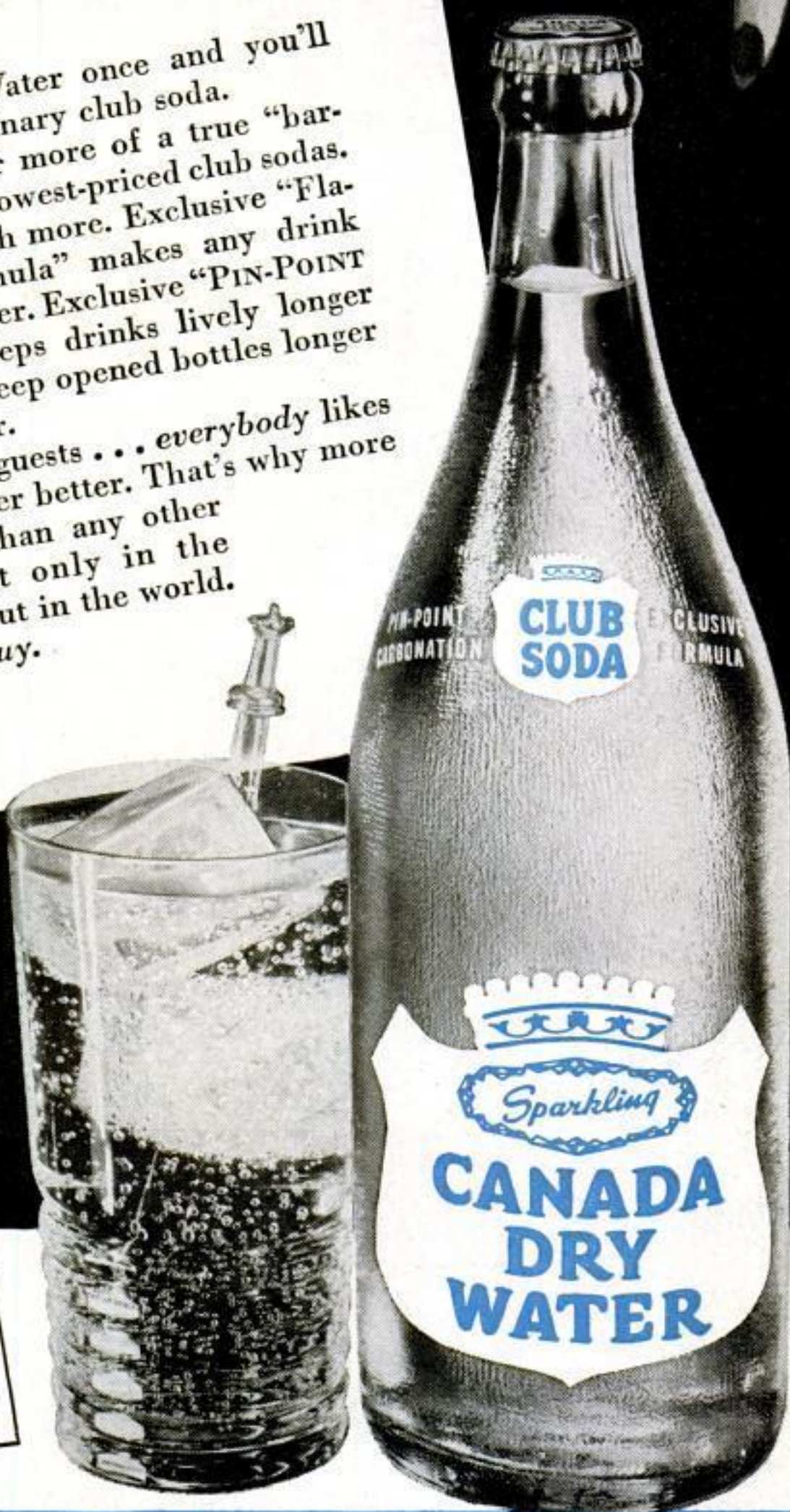
Directed by **STANLEY DONEN**
Produced by **ARTHUR FREED**

A METRO-GOLDWYN-MAYER PICTURE

"I BUY THE
BEST BUY!"



Get Canada Dry Water once and you'll never again buy ordinary club soda. Canada Dry is far more of a true "bargain" than even the lowest-priced club sodas. It gives you so much more. Exclusive "Flavor-Balanced Formula" makes any drink you serve taste better. Exclusive "PIN-POINT CARBONATION" keeps drinks lively longer ... and lets you keep opened bottles longer in the refrigerator. Husbands ... guests ... everybody likes Canada Dry Water better. That's why more people buy it than any other club soda—not only in the United States but in the world. It's your best buy.



Makes drinks taste better

Muddled Marriage CONTINUED



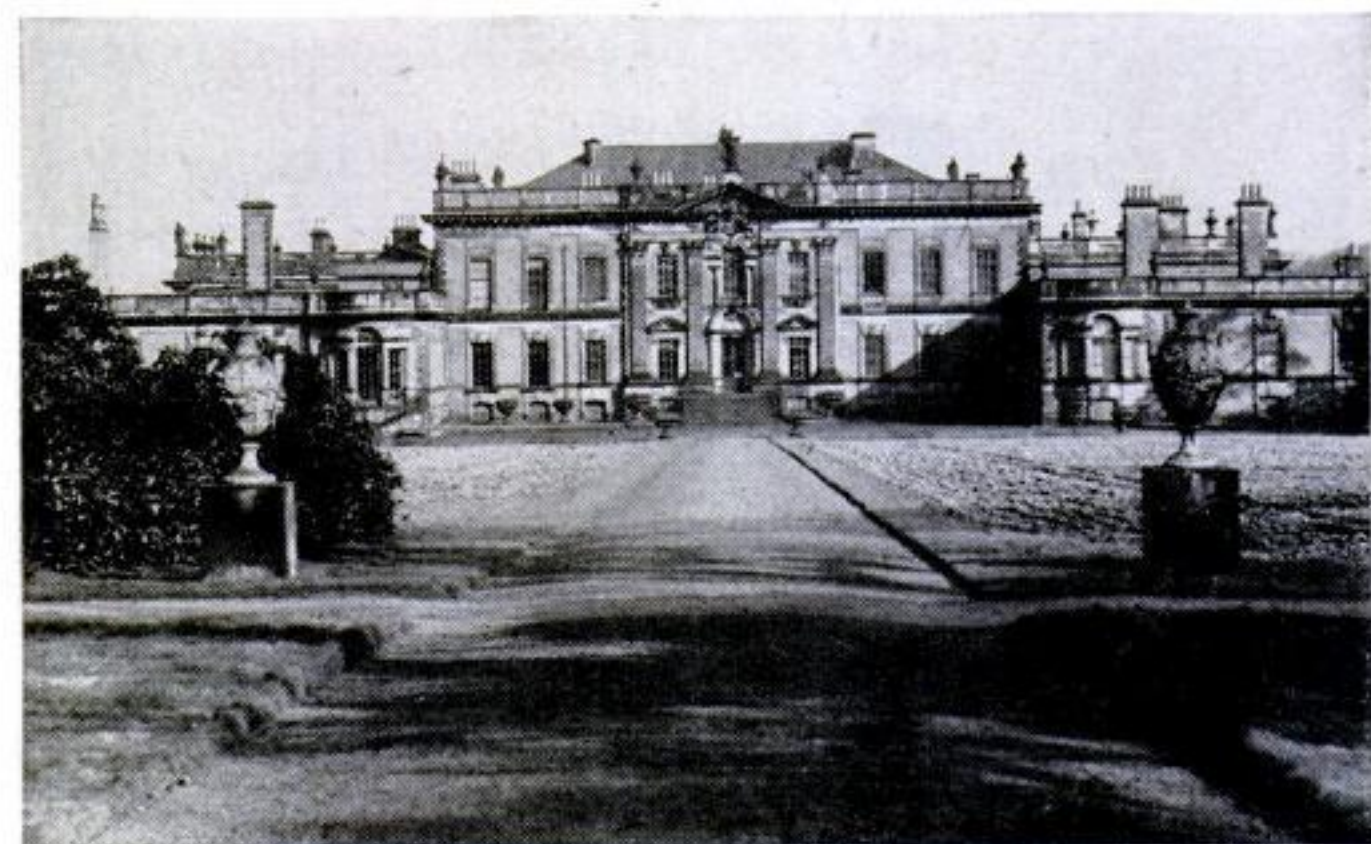
GAY BLADE George Fitzwilliam was a grandson of the fifth earl. He fattened after marriage as a country squire.



PRESENT EARL, 67, is the childless ninth head of peerage founded in 1746. The family made a fortune in coal mines.



GAIETY GIRL Eva Raines had an hour-glass figure which decorated the theater billboards. George first saw her perform at the Gaiety in 1886 in *Little Jack Sheppard*.



HOME OF THE FITZWILLIAMS, Wentworth Woodhouse in Yorkshire, has 365 rooms and longest frontage (600 feet) of any private house in Britain. The lawsuit winner will inherit it. But chief occupants now are 200 students of a physical culture training college, which has it leased for the next 50 years.



BROTHERLY RIVALS Tom (left) and Toby, who deny any animosity in their legal contest, have a friendly chat as they leave London court. If Tom wins, the House of Fitzwilliam may die with him since he is still a bachelor without an heir. If Toby wins, the line will endure through his son and grandson.



1. Judicial Jim, a jovial judge and man of many talents,
Said: "I have heard that Statler's great, but my judicial balance
Insists I see the evidence, and judge by personal test
If Statler *really* makes me feel I really *am* a guest."



2. The judge examined Statler's room, then tried the famous bed.
"Eight hundred thirty-seven springs impress this court," he said.
"They're mighty soft; when I lie down results are soporific.
And judging by how well I sleep, my verdict is—*terrific!*"



3. "Now what's the case for Statler's bath? Let's judge it on the spot.
The tub I see is sparkling clean, the water's *always* hot,
Plus stacks of towels snowy-white, and piles of soap as well.
The evidence all points one way, my verdict is—*it's swell!*"



4. "It's time to judge the Statler food," said Jim. "Just watch me try it!
They've everything that's sure to please most everybody's diet.
And Statler chefs know just the way to cook my favorite dishes.
I've eaten up the evidence . . . my verdict is—*delicious!*"



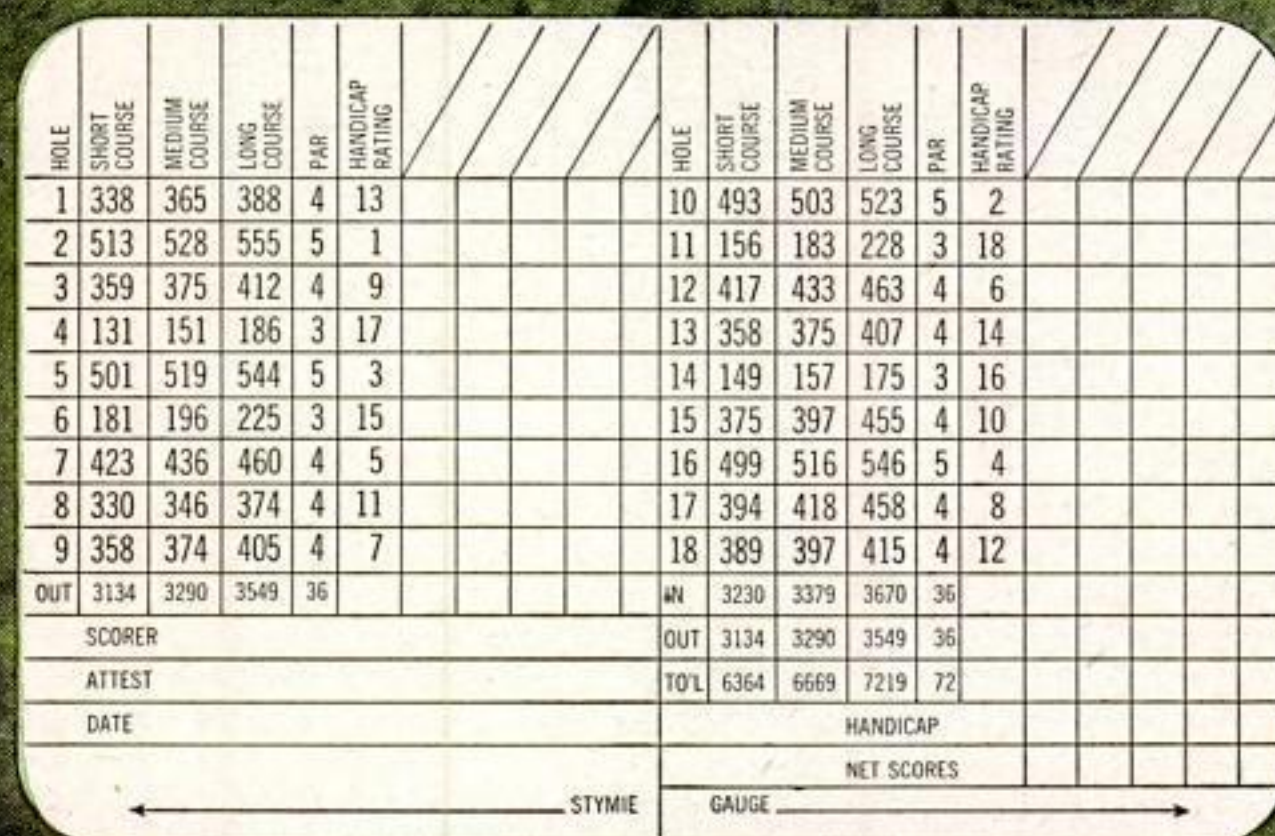
5. "One major bit of evidence is Statler's swell location.
It's close to business, shows, and shops, and near the railroad station.
No wonder travelers all agree, when judging where to stay,
'Our verdict is—Stay Statler . . . it's tops in every way!'"



STATLER HOTELS: NEW YORK • BOSTON • BUFFALO • DETROIT
CLEVELAND • ST. LOUIS • WASHINGTON
STATLER OPERATED: HOTEL WILLIAM PENN • PITTSBURGH

★

ANOTHER GREAT NEW STATLER—LOS ANGELES
(NOW UNDER CONSTRUCTION • READY FOR OCCUPANCY 1952)



PAR-BUSTER'S NIGHTMARE

The Peachtree course was inspiration of Golfer Bobby Jones

The Peachtree course in Atlanta, Ga. is the brain child of golfing's great Bobby Jones and, for golfers in or near Jones's class, is one of the most difficult in the U.S. Jones's idea was to lay out a course on which the hazards are strategically placed to cause trouble for the par-buster yet not unduly to penalize the ordinary golfer. For example, the birdie golfer who drives 260 yards on Hole 2 (bottom) is faced with a heroic

shot across the pond toward the green. The ordinary golfer, who is lucky to drive 200 yards, can play his second shot up near the trees on the right of the pond and have an outside chance to make par. From the back tees the course is the longest in the U.S., although a golfer can move up and play the medium or short course (see score card). To increase Peachtree's versatility, there are even alternate tees on six of the holes.





Roblee's full-brogue wing style B447, in antique brown to make your spring suits look great! Built on a full-flare brogue last, for great fit. Roblee Division . . . Brown Shoe Company, St. Louis.

**Shoes
for**

Men

Certain things are right down a MAN'S alley — a pet rod or gun, a well-broken-in pipe, a good tweed jacket. To your list of things for MEN, add these Roblee Shoes for MEN. A MAN'S idea of meaty, plump leathers, sure style and friendly fit. When you buy shoes this spring, look twice at the wing-tip shown above. At your Roblee dealer's, who's waiting to make you feel like a new man. Meet him — treat your feet to Shoes for MEN.

1195 to 1695

Some styles slightly higher.
Also Roblee Jrs. . . shoes like dad's . . . at
Roblee dealers now — 8.95 to 10.95

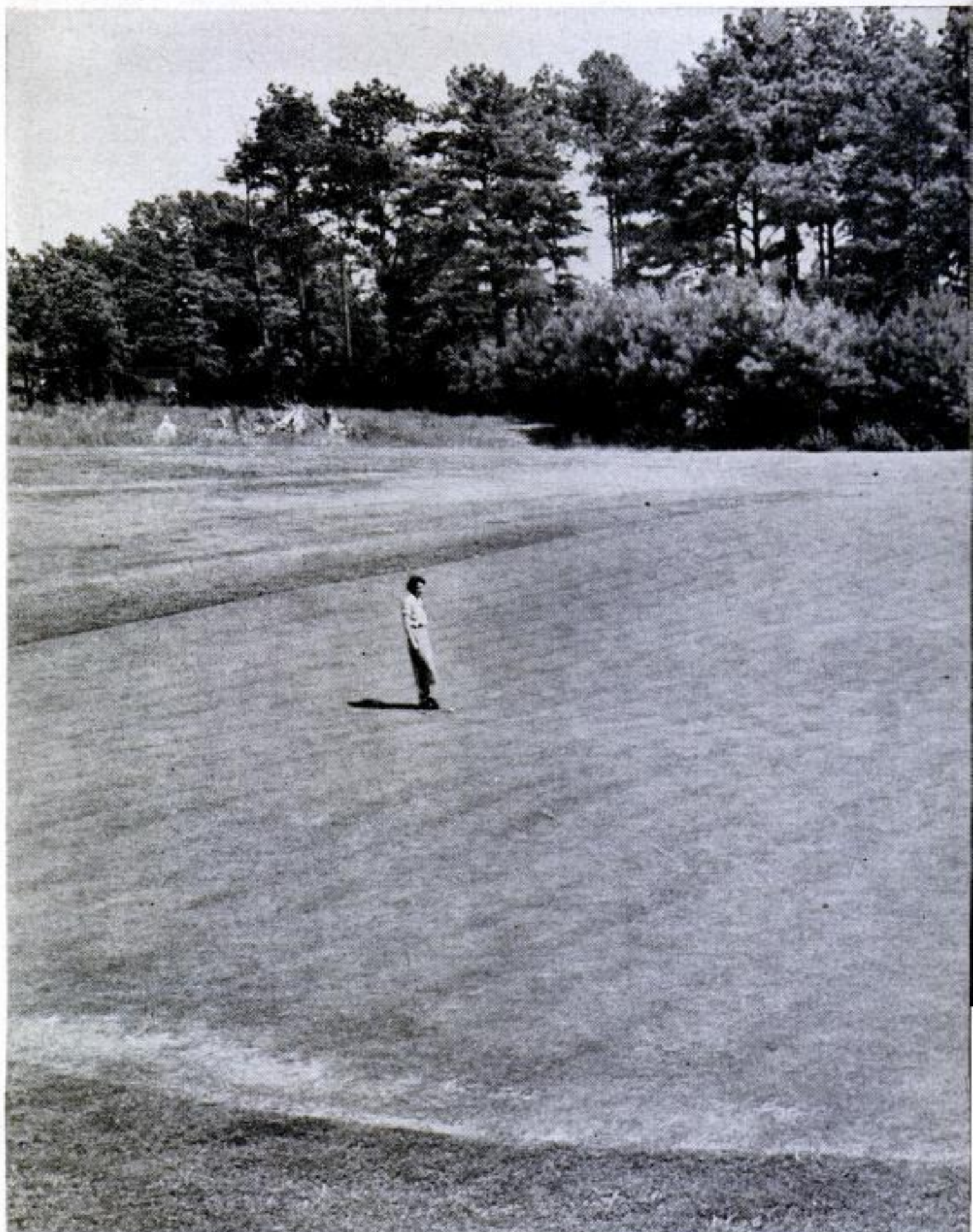


Roblee®

Peachtree Golf Course CONTINUED



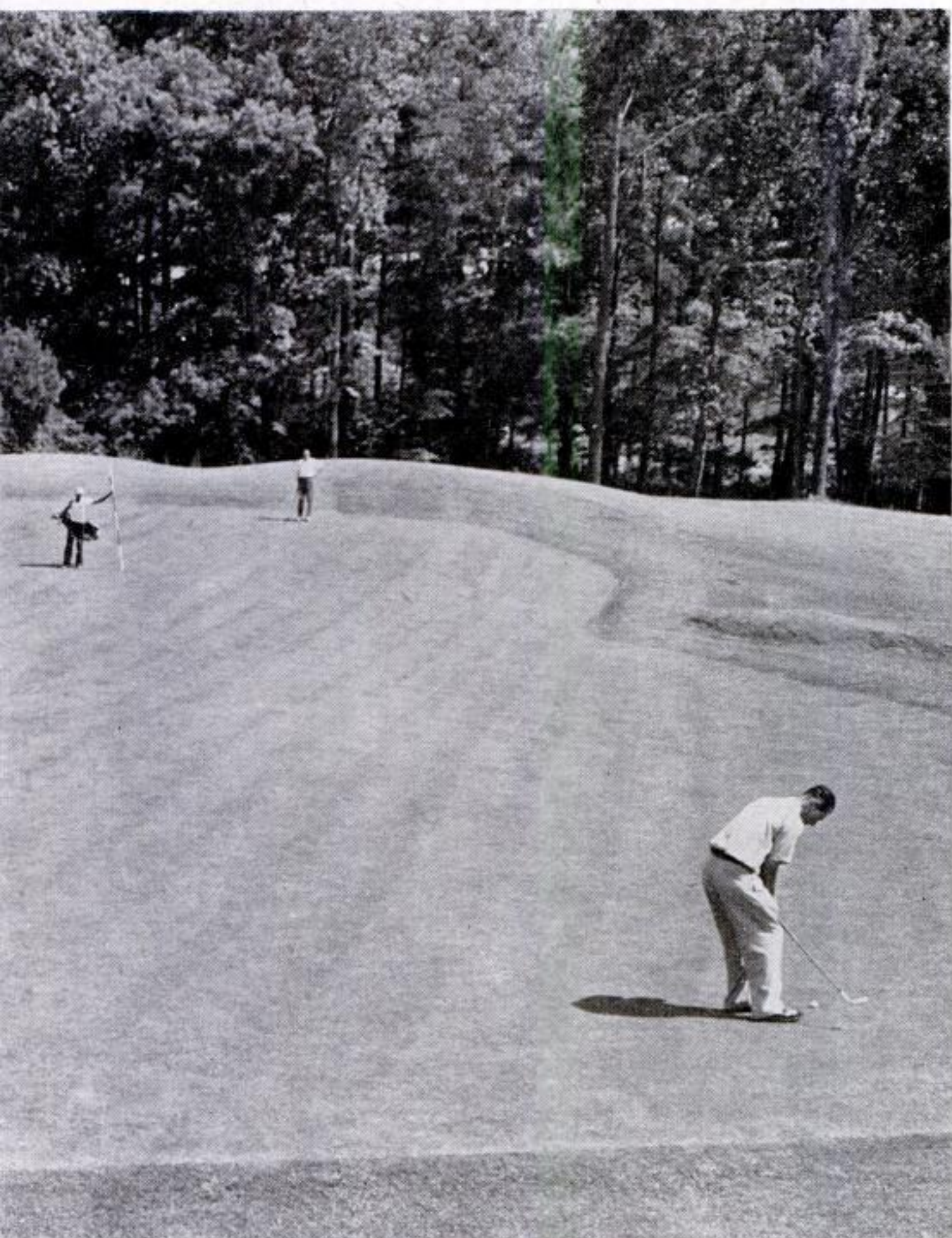
TREACHEROUS TRAPS block the 10th hole at Peachtree. The traps are high-lipped, making it difficult for golfer to bounce his ball out as he



GIGANTIC GREENS are a feature of the Peachtree course. The golfer putting at right on the 14,500-square-foot 10th green is more than 80 feet



could on poorer courses. While there are few traps at Peachtree, they are placed so that a long hitter's bad shots will wind up buried in the sand.



from flag. While greens are big targets, they have deceptively undulating surfaces. A shift in pin position requires complete change in shot strategy.

CONTINUED ON NEXT PAGE

At Last!

A "HE-MAN"

Spray Deodorant

Custom-built
FOR MEN!



★ Checks ODOR and PERSPIRATION as long as 3 Days with One Application

★ Just Squeeze - IT SPRAYS!

- Beats anything you've ever used!
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- Contains amazing and exclusive Protective "PERMATEC"!
- Not messy or sticky!
- Dries instantly—won't harm clothes!
- You'll like its masculine aroma!
- Don't take a chance—Be Sure

MENNEN Spray Deodorant **FOR MEN**

**in winter's cold
or summer's heat...**



KEEP THE POWER YOU BOUGHT

At *either* end of the thermometer . . . or in-between . . . you look for dependable pep and power from your engine. So, come sun *or* snow, always insist on 100% Pure Pennsylvania Motor Oil—world's finest—for *top*-most motor performance at the *bottom*-most over-all cost.

**BUY 100% PURE
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MOTOR OIL**



For your protection, only oils made from 100% Pure Pennsylvania Grade Crude which meet our rigid quality requirements are entitled to carry this emblem, the registered badge of source, quality and membership in our Association.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania

Peachtree Golf Course CONTINUED



GOLFER BOBBY JONES TESTS PARTIALLY COMPLETED HOLE AT PEACHTREE

TWO BOB JONESES MADE COURSE

Robert Tyre Jones Jr., who quit competitive golf in 1930 when he won the "grand slam"—the British Open, British Amateur, U.S. Open and U.S. Amateur—always wanted a championship course for his home town, Atlanta. In 1945, with two golfing friends and a golf course architect named Robert Trent Jones, he selected a 230-acre tract of land. Architect Jones drew up a plan for the proposed course. Then Golfer Jones entertained 20 wealthy Atlantans, showed them the plan and asked them each to buy a share of stock—at \$3,000 a share. He sold 20 shares right away, then another 50. It took nearly three years and \$500,000 to finish Peachtree and its clubhouse. Every obstacle was planned with loving care, and Golfer Jones hit innumerable balls down the newly bulldozed fairways to test the position of the hazards. Peachtree's 155 members now like to brag about how hard their course is, but many of them are hackers who play it safe to make their 90s. The best golfer of them all, Bobby Jones himself, has played only part of the course. Now, at 48, suffering from a spinal ailment, he cannot play golf at all.



ARCHITECT JONES, who regularly shoots in 70s, has designed 75 courses, redesigned 80 others and considers the Peachtree course his best effort to date.

New... and Years Ahead

INTERNATIONAL HARVESTER REFRIGERATORS



**Ahead
in Quality**

**Ahead
in Convenience**

**Ahead
in Features**

**Ahead
in Design**

**Color-Keyed
TO YOUR KITCHEN!**

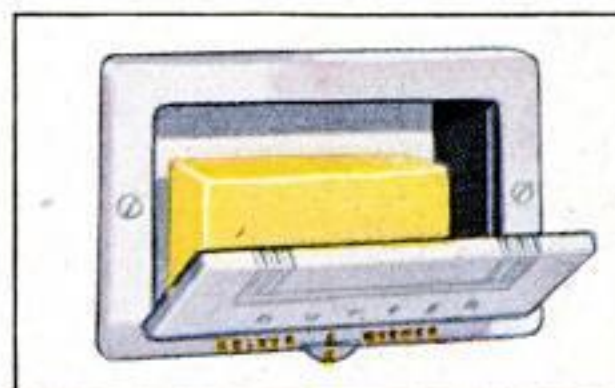
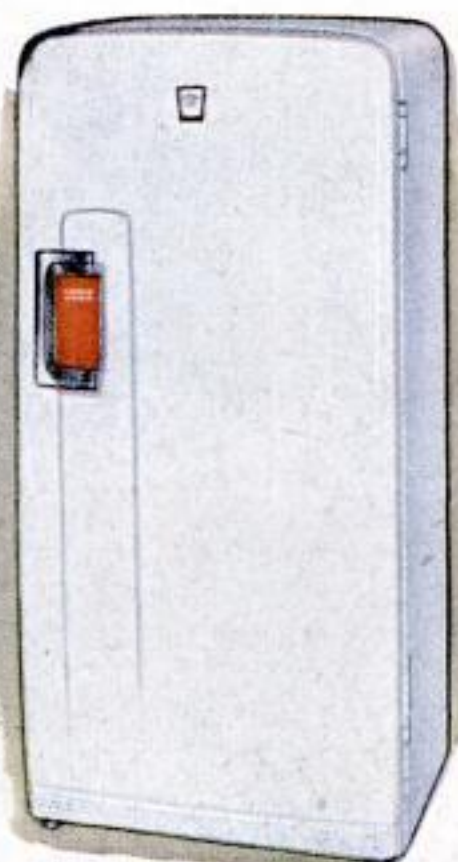


MODEL HA-92
Capacity 9.2 cubic feet

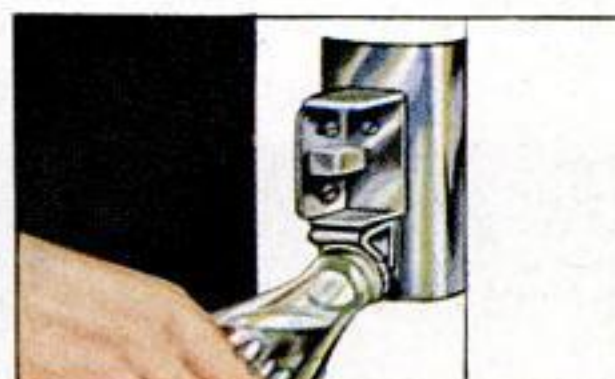


**Now...
Rainbow Hues
to Accent
Refrigerator
Door Handles**

Now you can have color in your refrigerator to match your kitchen! For the door handle, choose from ten beautiful hues to complete your color scheme. And you can change color in the handle any time. It's an IH exclusive!



Handy Butter Keeper built in door, holds full pound of butter! Keeps at creaming consistency. (Model HA-92)



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they're *femineered!*

FEMINEERING AT ITS FINEST—Pantry-Dor shelves give convenient, front-row storage... full-width Freezers hold up to 50 lbs... Coldstream Crispers keep vegetables and fruit fresher, longer... Stainless Steel Shelves... Egg-O-Mat, Diffuse-O-Lite, Shadowline styling and other great IH exclusives!

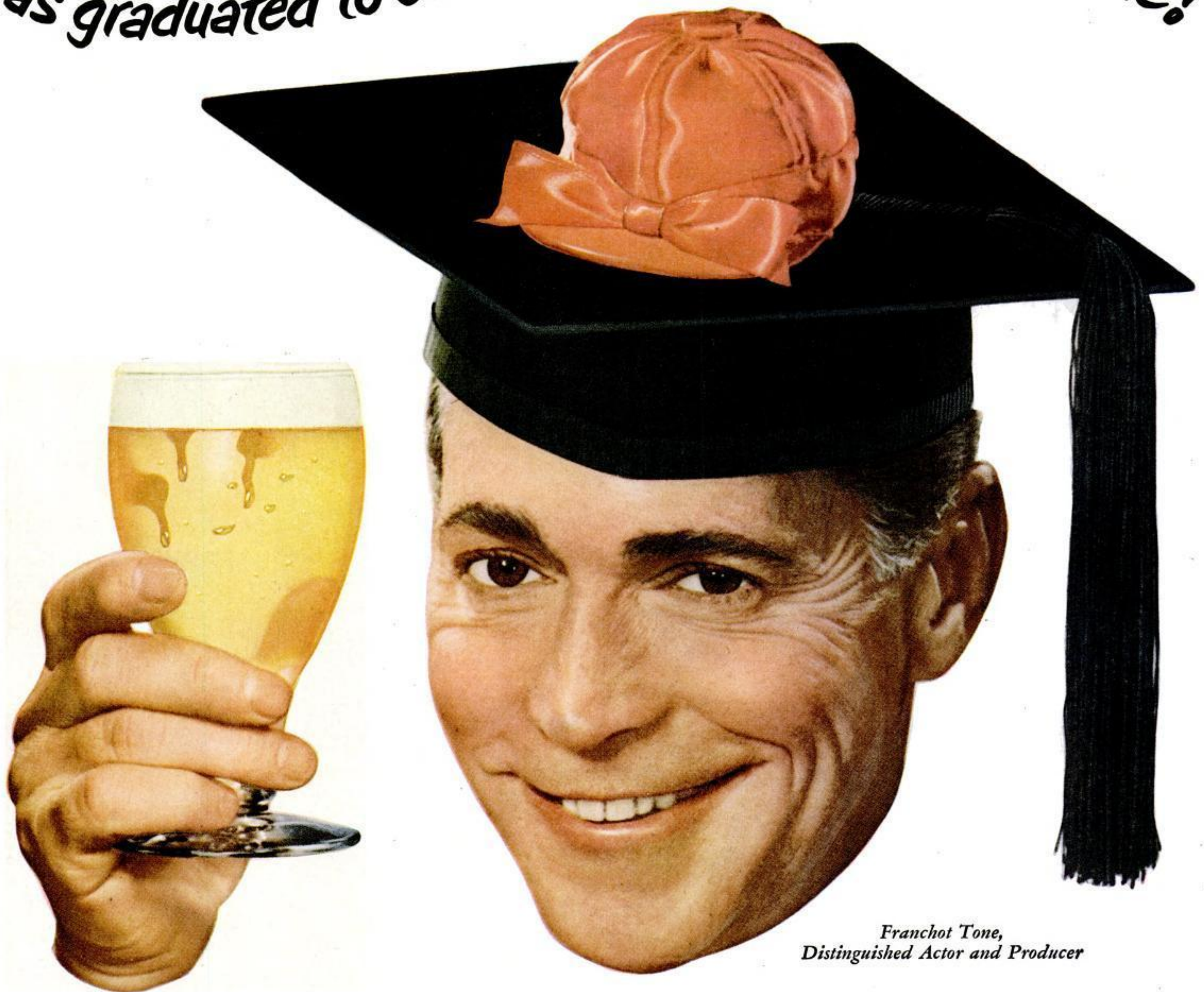
FAMOUS IH QUALITY—from top to bottom, inside and outside—for excellent service year in, year out!

SEVEN MODELS! SEVEN SIZES! SEVEN PRICES!—to suit every family, every home, every budget. See all seven new beauties at your IH Refrigerator dealer's today.

INTERNATIONAL HARVESTER COMPANY
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International Harvester Also Builds Home Freezers... McCormick Farm Equipment and Farmall Tractors... Motor Trucks... Industrial Power

FRANCHOT TONE, too,
has graduated to Carling's—the **LIGHT-HEARTED** ale!



Franchot Tone,
Distinguished Actor and Producer

CARLING'S *Red Cap* ALE

Brewed *light* in the U. S. A. to suit American tastes... Carling's Red Cap Ale has lost none of the gusto and *heart* of its proud Canadian heritage. And bright, clear, *light-hearted* Carling's—so uniquely right for light-hearted moments—costs no more than fine premium beer!

HEAR "Carling's Takes You to the Races,"
Saturday Afternoons, Mutual Broadcasting System.

CANADA'S
GREAT ALE
IS NOW BREWED
IN U. S. A.!



 Why don't you graduate to light-hearted Carling's... today?

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Brewing Corporation
of America
Cleveland, Ohio

SOLIDIFYING GOLD



AT 30° C. CHIPS OF GOLD SIT UPON COOL QUARTZ



AT 1,063° HEATED GOLD IS BEGINNING TO MELT



AT 1,100° GOLD GLOBULES ARE COMPLETELY LIQUID



AT 1,125° DROPS ARE ALLOWED TO START COOLING



AT 900° THE COOLING GOLD STILL IS NOT SOLID



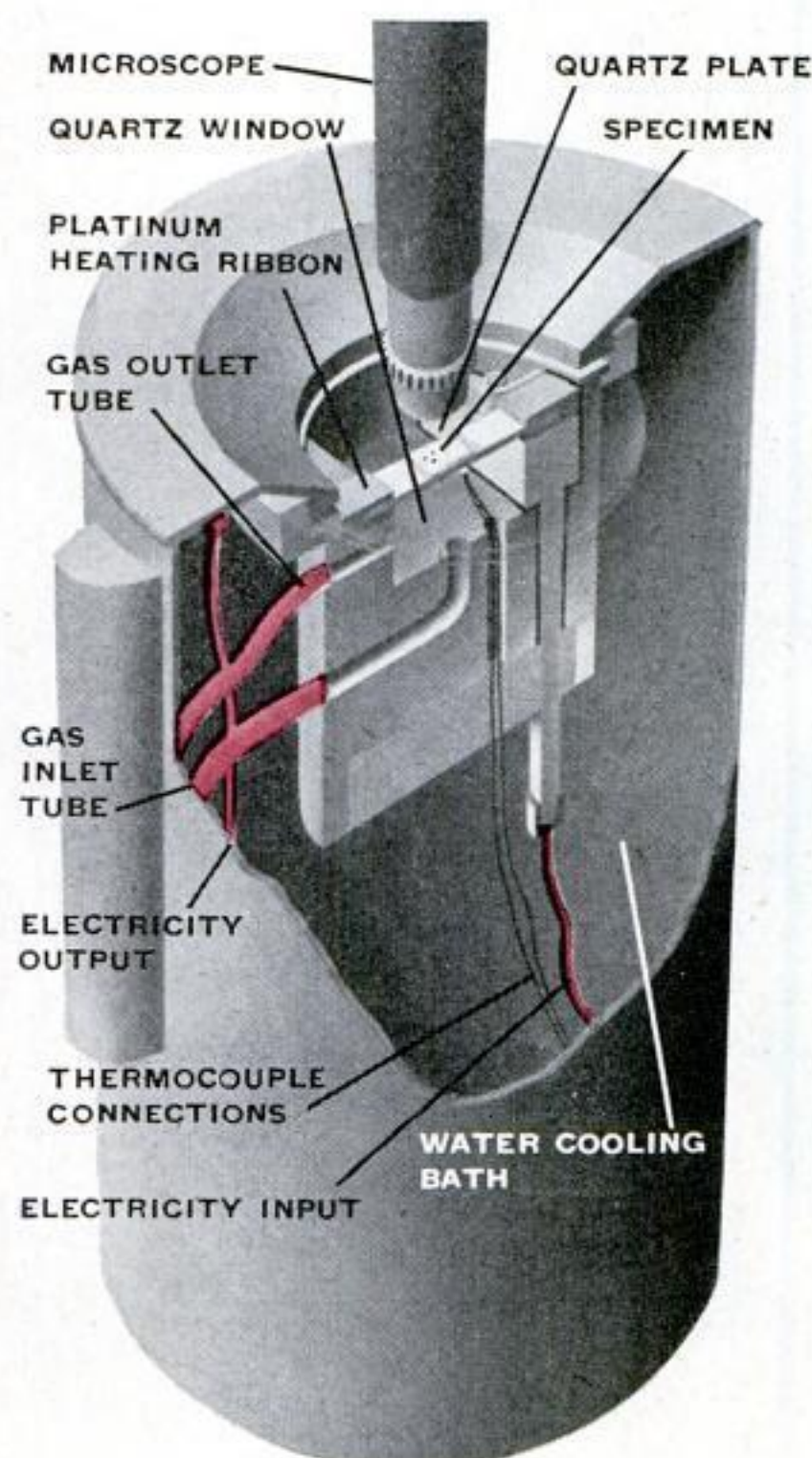
AT 860° GOLD HARDENS INTO CRYSTALLINE BALLS

HOW METALS MELT AND FREEZE

New movies disprove an old idea

For centuries scientists have been trying to determine the exact freezing points of metals—the temperatures at which they solidify from the molten state. What hindered them was the presence of minute solid impurities too small to be removed. These impurities, which exist in a supposedly pure metal, cause it to melt and freeze at about the same temperature, giving rise to the popular misconception that a metal's melting and freezing temperatures are identical. But recently scientists at General Electric have devised a way of obtaining extremely pure samples. Using these samples, they have established the true freezing points of 13 metals and have shown that they will melt and freeze at temperatures hundreds of degrees apart. Gold (left), which melts at 1,063°C., can be cooled to 860° before freezing. Palladium's freezing point is about 300° under its melting point.

In their experiments the G.E. scientists took tiny chunks of the purest metals they could get and sliced them into a number of even tinier chips. If only a few of the impurities were present in the original chunks, they reasoned, some of the chips should be pure. They put the chips in a heating device (*drawing*) filled with inert gas and equipped with a thermocouple to measure the temperature. Then they made these microscopic movies as the specimens melted and froze.



METALS ARE MELTED by electricity running through heating ribbon, then cooled by water jacket.

SOLIDIFYING PALLADIUM



AT 30° CHUNKS OF PALLADIUM METAL LOOK BLUE



AT 1,350° PALLADIUM BECOMES INCANDESCENT



AT 1,555° THE WHITE-HOT METAL IS LIQUEFIED



AT 1,350° IT IS 200° COOLER BUT STILL MOLTEN



AT 1,225° SMALLER DROP FLASHES AND HARDENS



AT 500° PALLADIUM IS AGAIN SOLID AND BLUE

CONTINUED ON NEXT PAGE



Tom Marx

*A Palette Tone Diagonal
(shown above in a patch-
pocket model) is always
in quiet, good taste.*

If suits of clothes were worn only once
and then thrown away, like paper napkins,
there might be some justification for buying
the cheapest. But a suit must have a future.

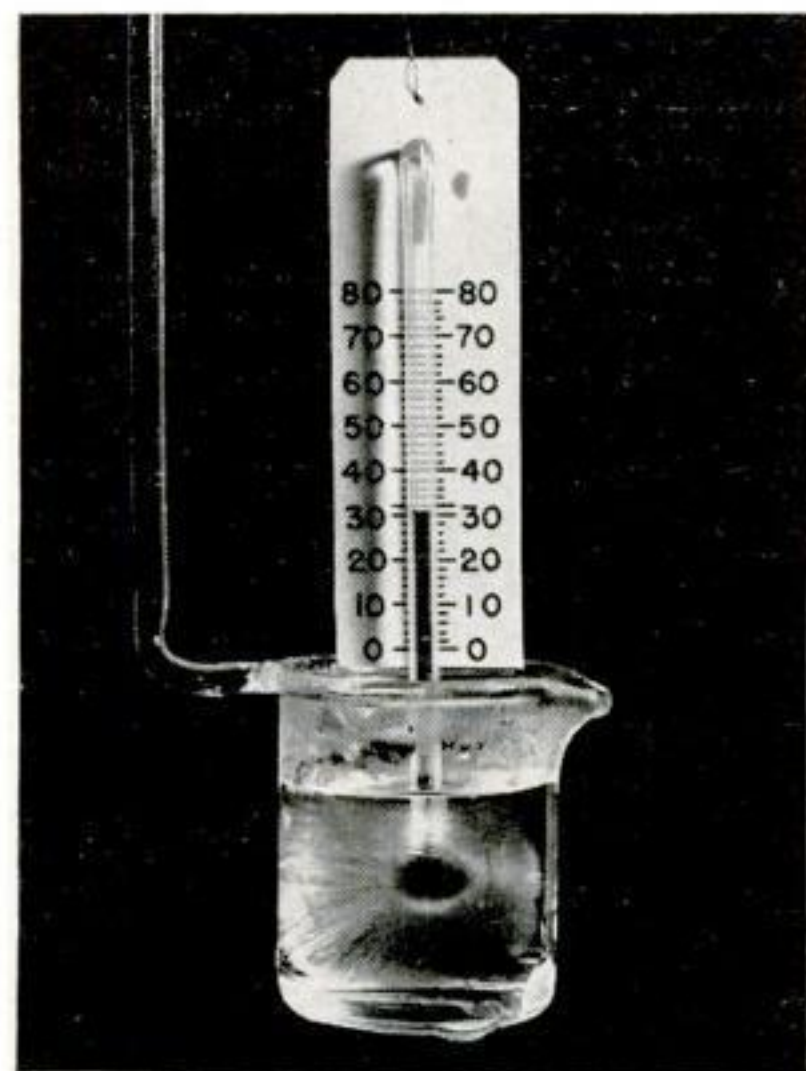
It must stand up to the rigors of life and
also give evidence of your good taste every time
you wear it. That's why so many well-dressed
men look for the *Trumpeter*® label before they
look for the price tag. The label is their
guarantee of fine tailoring and lasting
quality. The price (so often less than you
expect!) is as low as that quality permits.



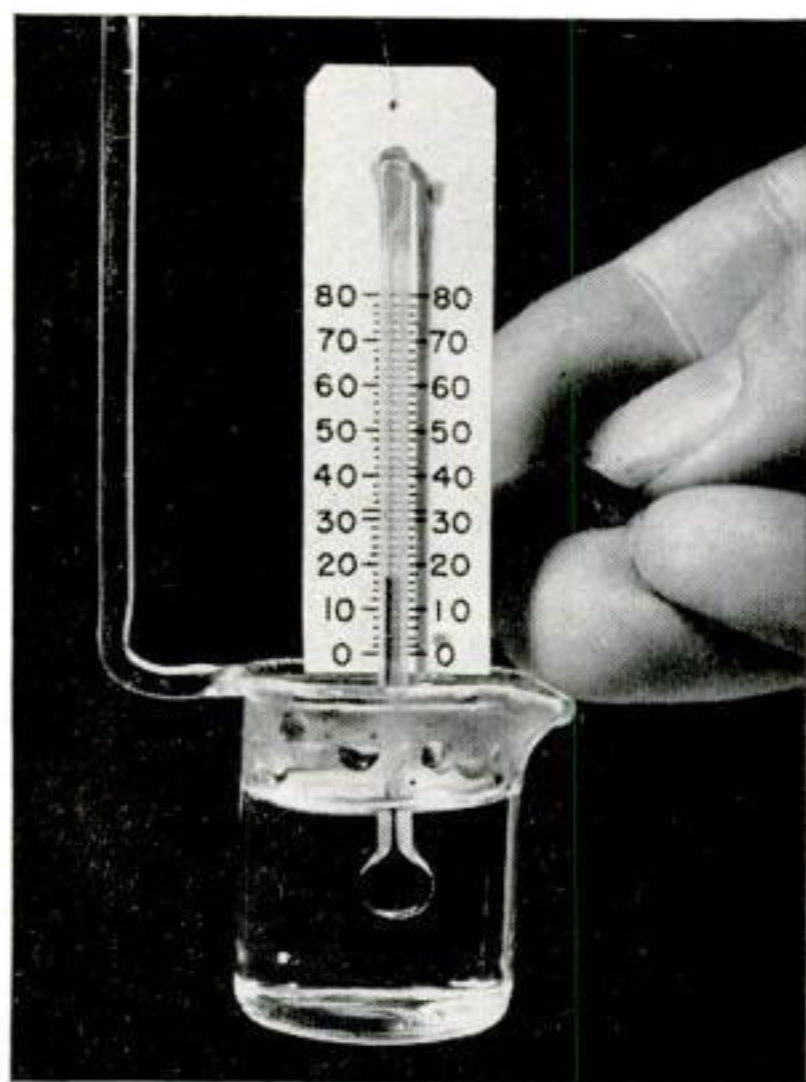
HART SCHAFFNER & MARX®

Freezing Experiments CONTINUED

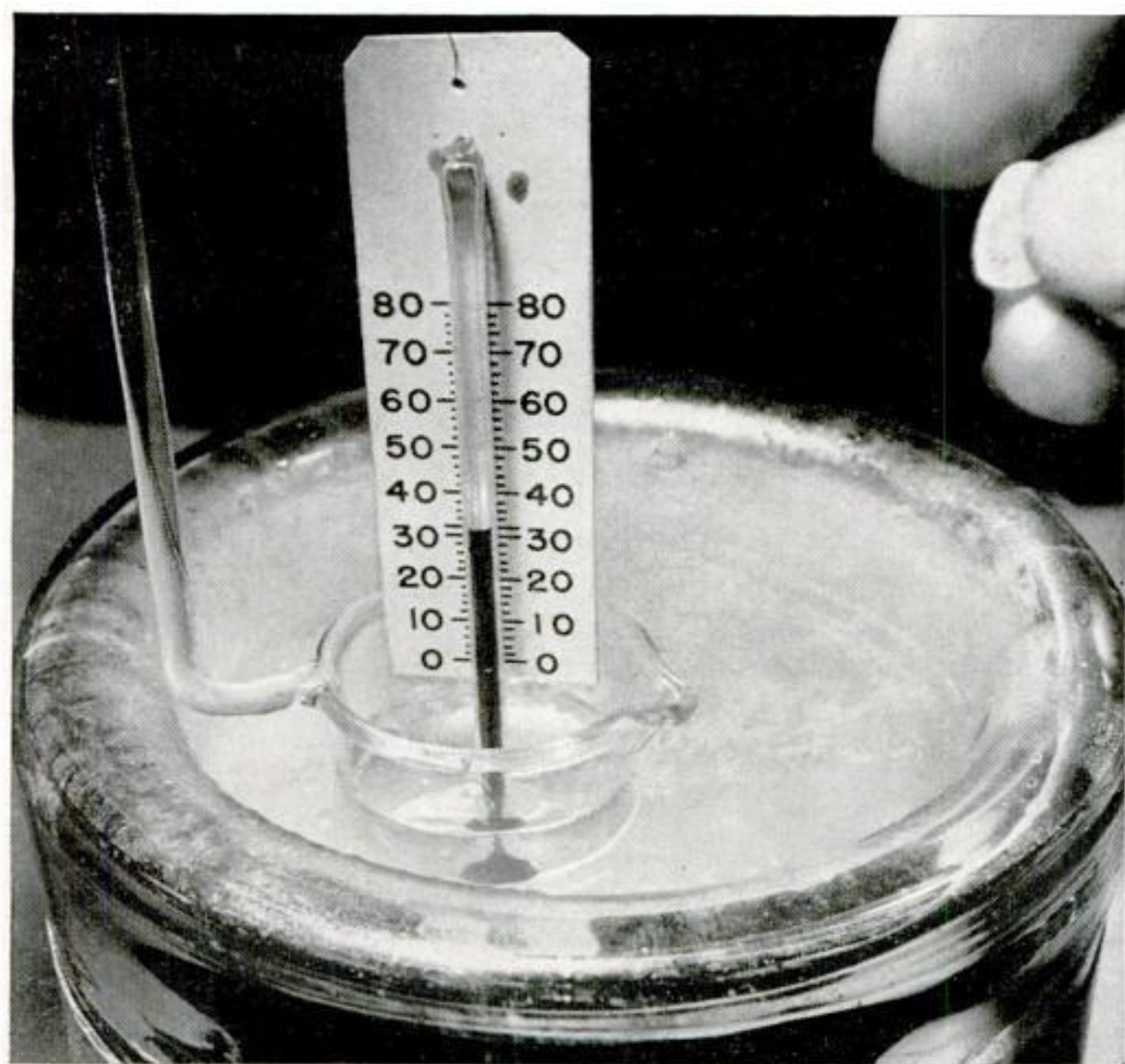
HOW WATER CHANGES TO ICE



AT 32° F. ice forms because tiny impurities coated with thin film of ice fall from the air into water. Cool water molecules cling to these impurities and build up chunk of ice.



AT 18° F. water is still not frozen even though cooled far below usual freezing point, because it is extremely pure. Purified water has been cooled to -37° F. before freezing.

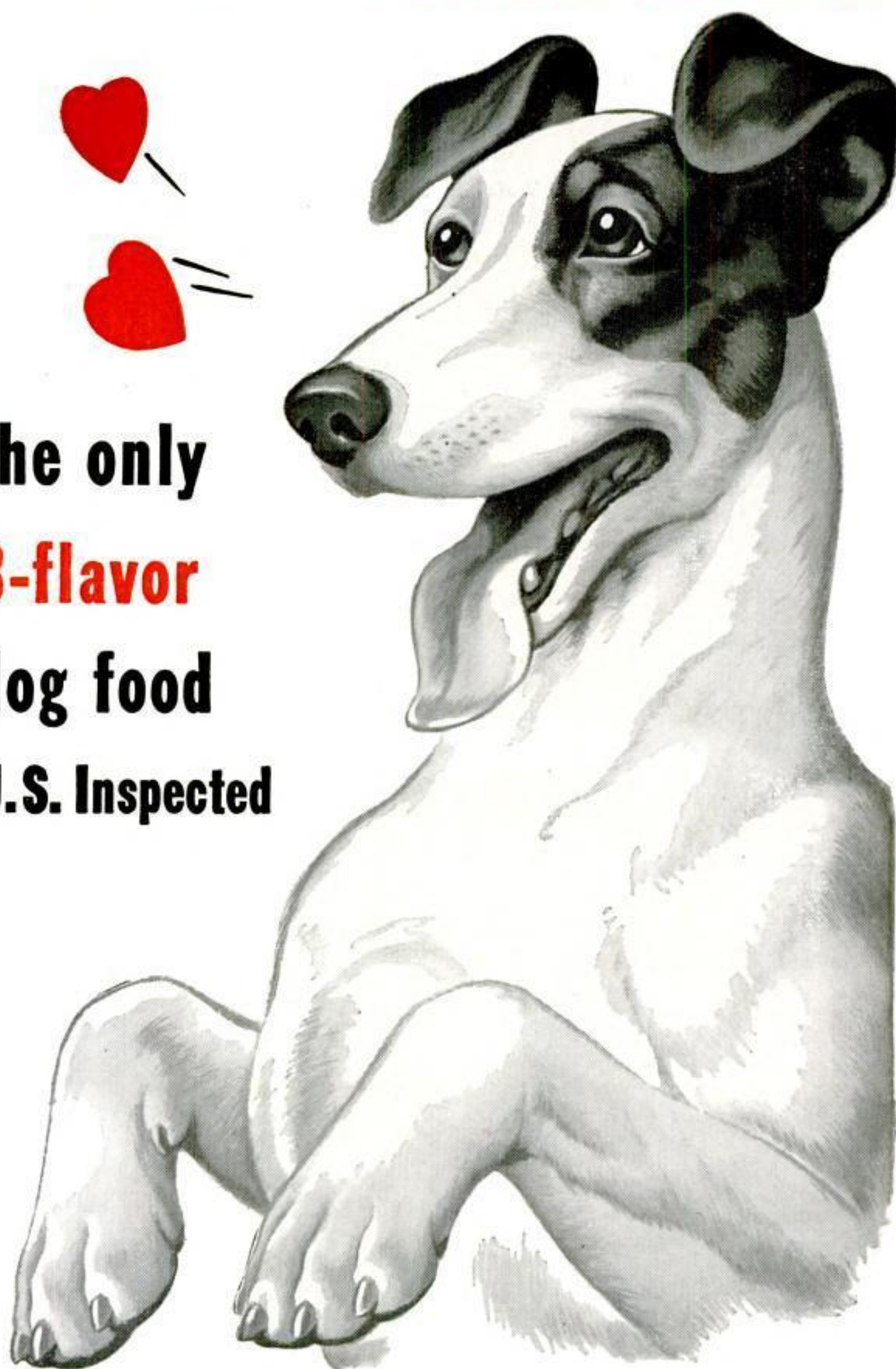


WATER COOLER used in experiments above contains a cold chemical into which the tiny water jar is lowered. If a crystal of ice (*upper right*) is dropped into the jar it will cause the entire jarful of cool water to freeze immediately.



LOVE
that
RED HEART

the only
3-flavor
dog food
U.S. Inspected



None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways — beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa



PREPARING BUNDLES, Japanese laborers attach parachutes to ration cases. The chutes have lines which, attached inside plane, yank them open as they fall.

AIR PIPELINE TO KOREA

"Flying boxcars" drop supplies to cut-off units

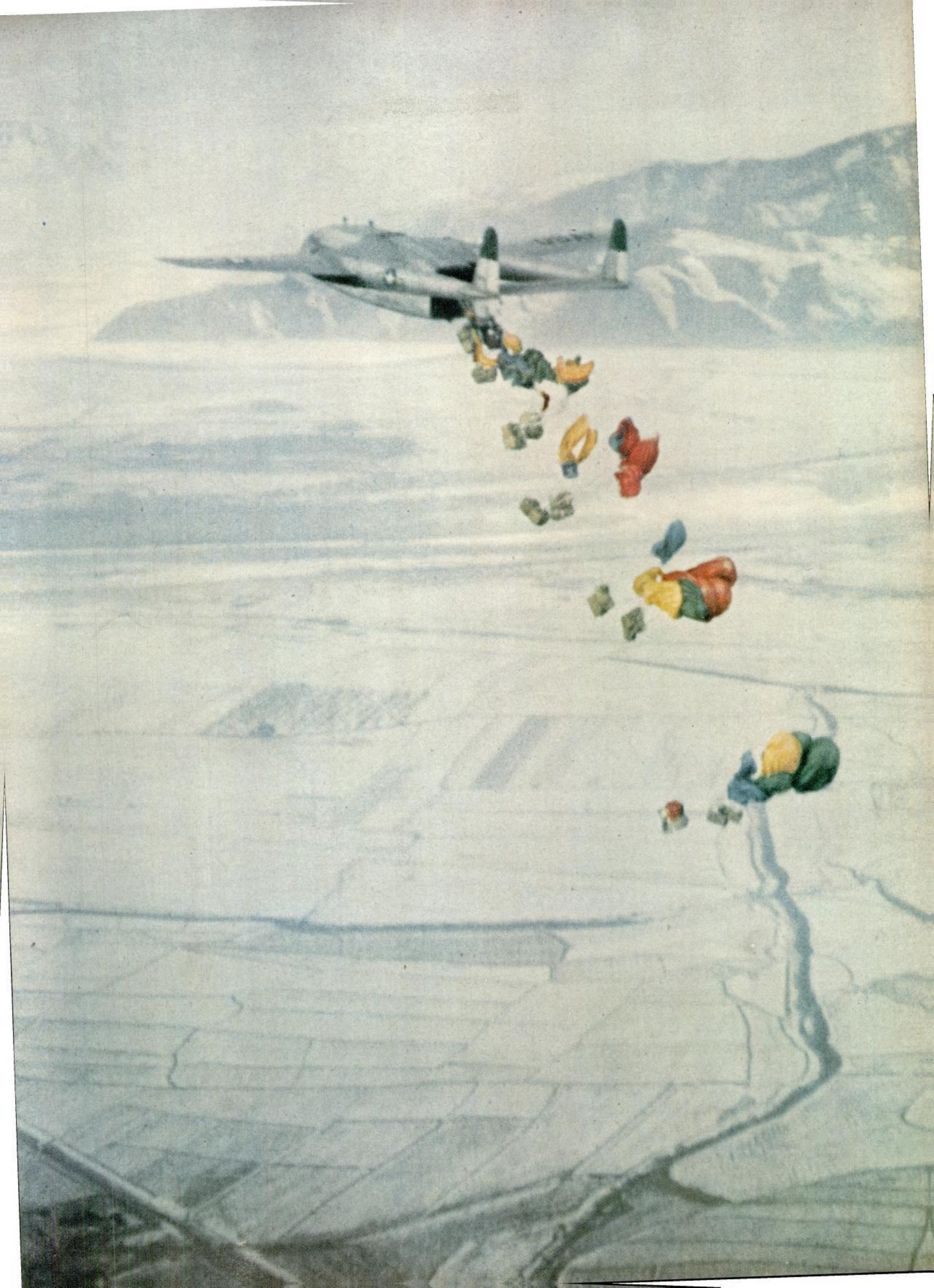
Front line troops in Korea find it commonplace now to see hundreds of colorful bundles billowing from planes and swaying to the frozen earth. In the last war the battalions at Bastogne and in Burma saw such spectacles. But in Korea the Air Force's Combat Cargo Command, under Major General William H. Tunner who ran the "Hump" and Berlin airlifts, has brought the air-dropping of supplies to a new peak of efficiency.

Mainstay of the operation is the C-119, the Fairchild "flying boxcar," which carries more than eight tons of equipment. Between early September and February the "boxcars" airlifted and dropped more than 48,000 tons. When the Marines were cut off at Changjin Reservoir the planes dumped in one crucial week 1,500 tons, including the sections for an eight-span bridge. More recently they supplied the U.N. task forces surrounded at Chipyeong, near where these pictures were taken. On the offensive now, the U.N. infantry can advance without fear of outrunning lines of supply since, no matter how fast they go, air freight can keep up with them.



AFTER A DROP, "kickers," who shove cargo from plane, watch a load float to the ground. Bundles are on platforms which slide out easily on tracks of rollers.

DISGORING ITS CARGO to 2nd Division near Wonju during Red attack, C-119 flies at 750 feet. Parachute colors designate different types of equipment. →





"I'll take THIS Molasses," Said Grandma

WHEN GRANDMA WAS YOUNG, molasses was as important in the home every day of the year as was turkey on Thanksgiving. Molasses was responsible for wondrous gingerbreads, cakes, cookies and candies. It supplied the sparkle and zest to many a youngster's "tween-meal" snack. It was a wonderful food and Grandma not only knew how to use it, she knew how to buy it. The very choicest molasses was the sweetest and the taste of a drop from the spigot meant more to her than an eager clerk's words. No one fooled Grandma where molasses was concerned!

And there is no reason to be fooled about molasses, today! Take your cue from the homemaker of generations ago and *taste* the molasses you buy. Sweetness is still the sign of finest quality. It indicates a molasses rich in sugar and made the old-time way from sun-ripened cane. Grandma's Old Fashioned Molasses is *always* sweet . . . *never* bitter . . . it's **UNSULPHURED**. *It is the only nationally sold brand that does not contain sulphur dioxide or any preservative!* So taste Grandma's Molasses . . . compare it with any other. You'll say, "I'll take THIS molasses!"

FREE—Write for Grandma's colorful, new 32-page Recipe Book. Address American Molasses Company, Dept. LM-1, 120 Wall Street, New York 5, N.Y.

GRANDMA'S

OLD FASHIONED MOLASSES

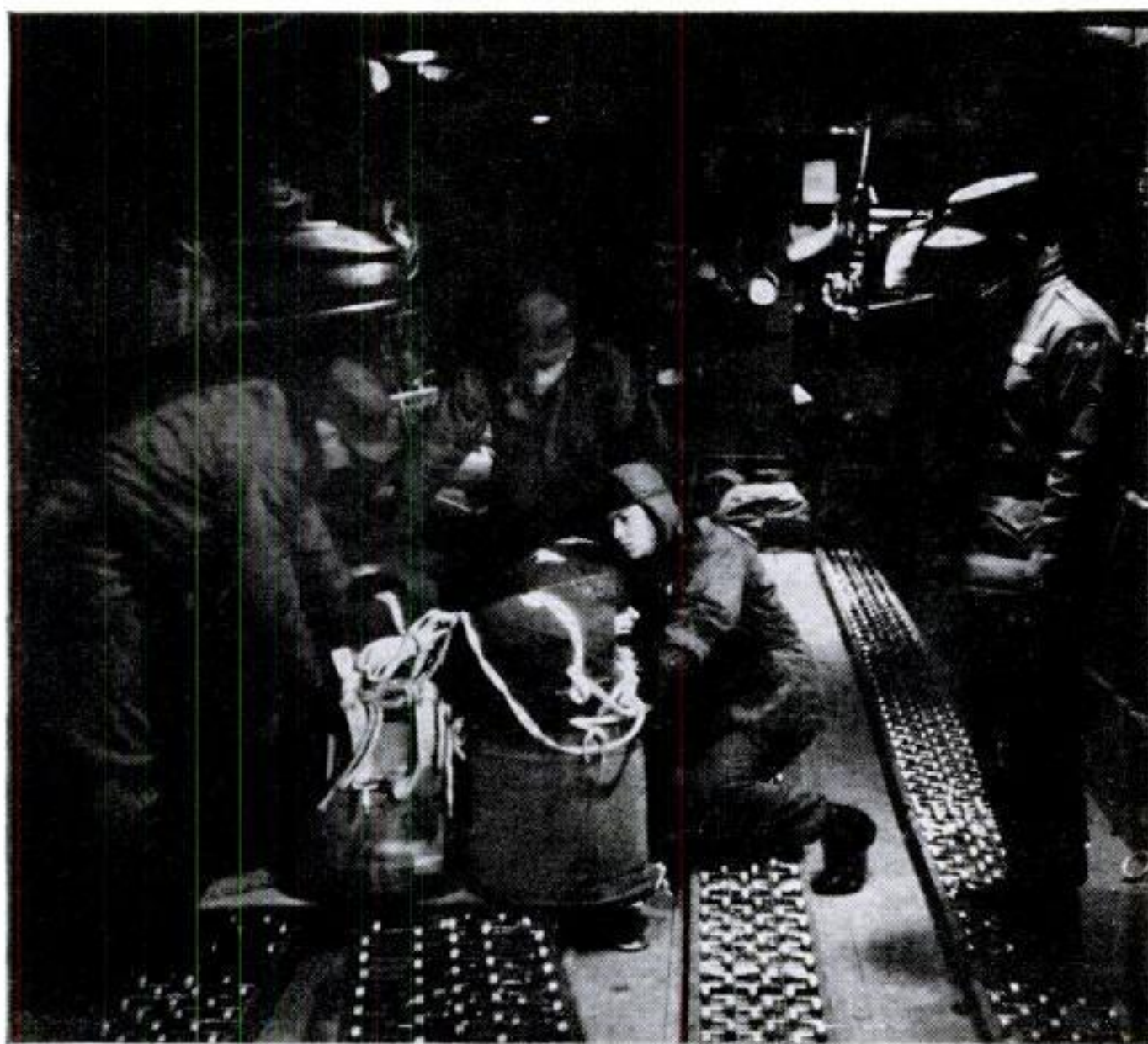
Always SWEET
NEVER Bitter
... It's

Unsulphured

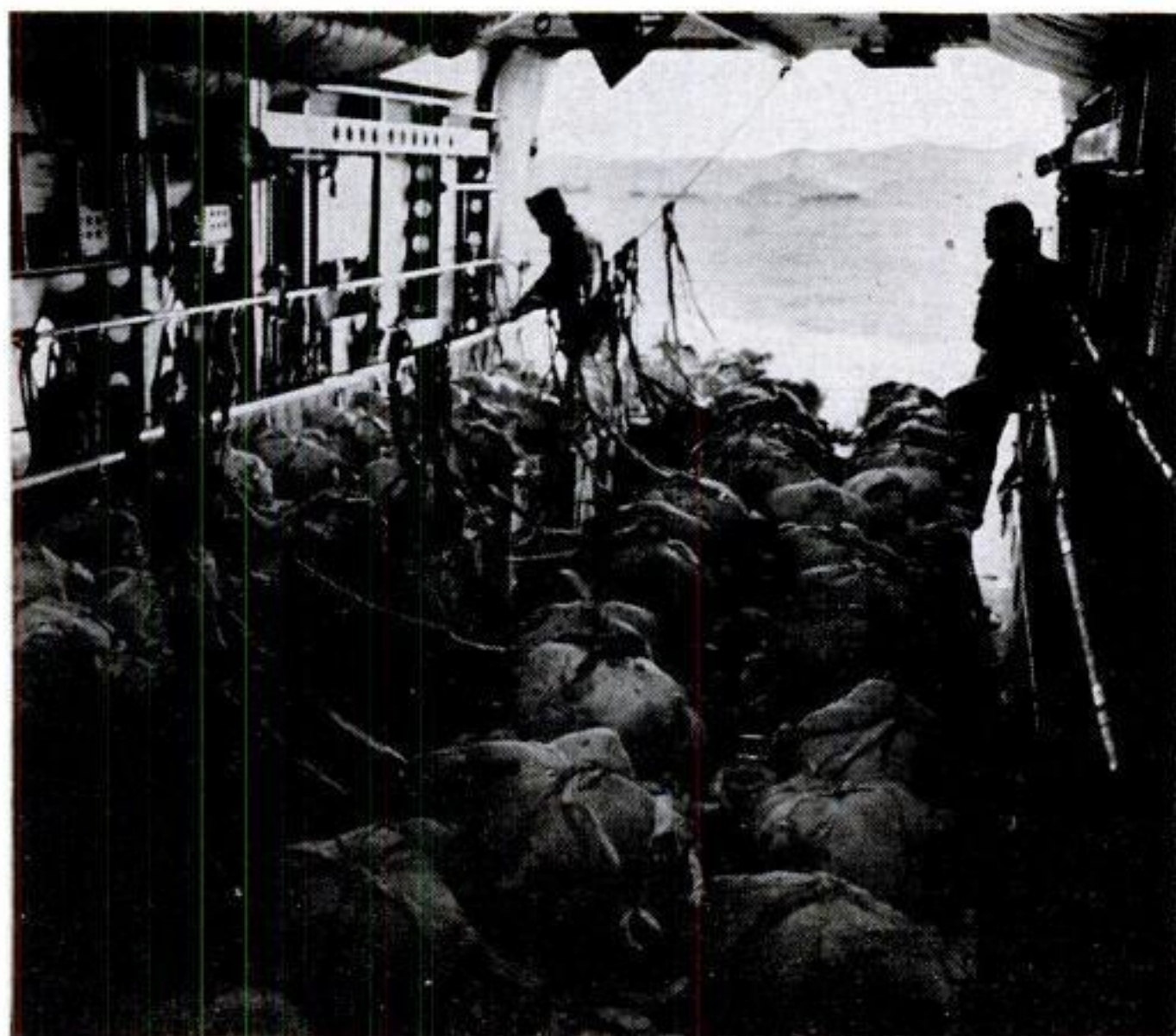




LOADING "BOXCAR" before air drop, crew at an air base in Japan slides the cargo from trailer truck into rear opening of plane's 2,700-cubic-foot hold.



INSIDE "BOXCAR" bundles are slid on rollers into evenly spaced positions. Crews load all night so that planes can take off for the Korean front at dawn.



IN THE AIR after take-off the kickers wait along the sides of hold to roll out cargo. Sometimes they roll themselves out, hence must wear parachutes.

CONTINUED ON NEXT PAGE

Serve Sexton Sauces

MENU MARVELS

of the finest Hotels, Clubs and Restaurants



Now you can have the same Sexton Quality Foods that you have enjoyed in the recipes of famous chefs. For three generations—since 1883—Sexton has met the exacting standards of hotels, clubs and restaurants and is today their largest supplier. At last you can buy Sexton products at your neighborhood grocer for your own family.

You'll want them both!

Here are two celebrated Sexton Sauces — American Woostershire and Sirloin Club Sauces. Each has its place on your table. Each gives you special uses to enhance the flavor of meats, fish, seafood, gravies, soups and vegetable juices. Try them both and see how your family's appetites improve!



Ever notice the wonderful flavor of gravies and sauces in the finest restaurants? You, too, can surprise your family with that added zest. For now you can make them with Sexton Sauces, too!

Ask your grocer, too, for Sexton's Chop Suey Sauce, Barbecue Sauce, Mushroom Sauce, Newburg Sauce, Bordelaise Sauce, Malt Vinegar, Tarragon Vinegar and Wine Vinegar.

For Three Generations

—grandfather, father and son—Sexton has made fine food products, far exceeding Government standards, in Sunshine Kitchens where family pride is the guiding principle. Now you can join the most celebrated chefs in appreciation of such quality.

TO GROCERS Your customers will appreciate your offering Sexton Quality Foods. If you are not already stocked, write us for full information. Excellent trading areas still available. Address: John Sexton & Co., Chicago, Ill., Est. 1883

Sexton

Quality Foods Priced for Home Budgets

Good?
They're
Wonderful!



"We
use
nothing
but
the
best,"
says
HUGH
BLINE,
your
Barman
in a
Bottle!



■ Serving Heublein ready-mixed cocktails is like having an expert bartender on duty at your home. Heublein's cocktails are masterfully made of finest liquors. The ingredients are *thoroughly* inter-married for exceptional smoothness. To sum it up: serve Heublein's—for better cocktails, with less work! Eight kinds, including:

MANHATTAN, 65 proof
EXTRA DRY MARTINI, 65 proof
SIDE CAR, 60 proof
DAIQUIRI, 60 proof

G. F. Heublein & Bro., Inc., Hartford, Conn.

HEUBLEIN'S
Club
COCKTAILS

"Flying Boxcars" CONTINUED



SUCCESS of the air drop is shown as the bundles strike the ground and the parachutes collapse. The drop zone is usually marked off by the ground troops.

THE 314TH DELIVERS THE STUFF

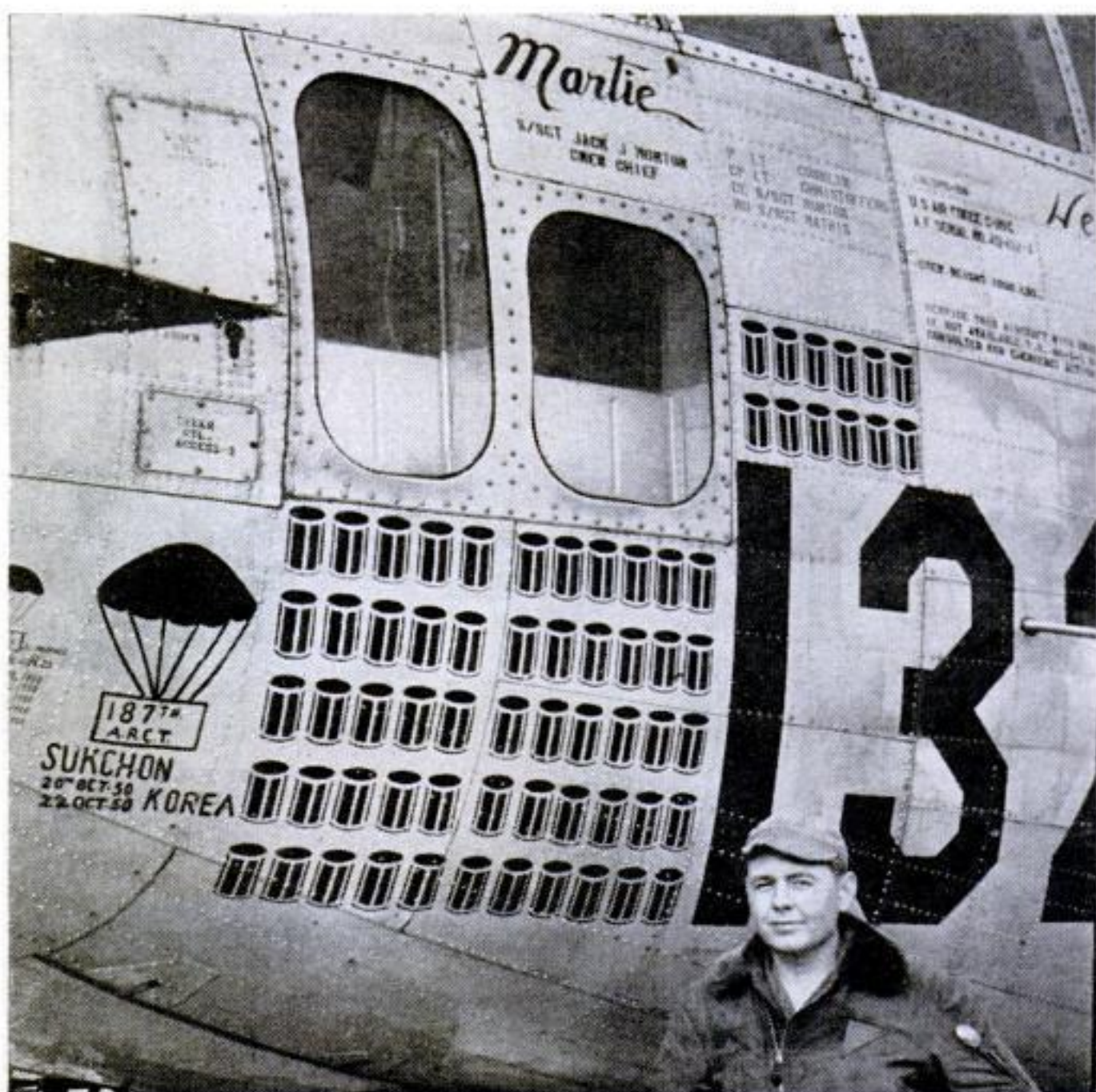


CREWMAN ADORNS PLANE

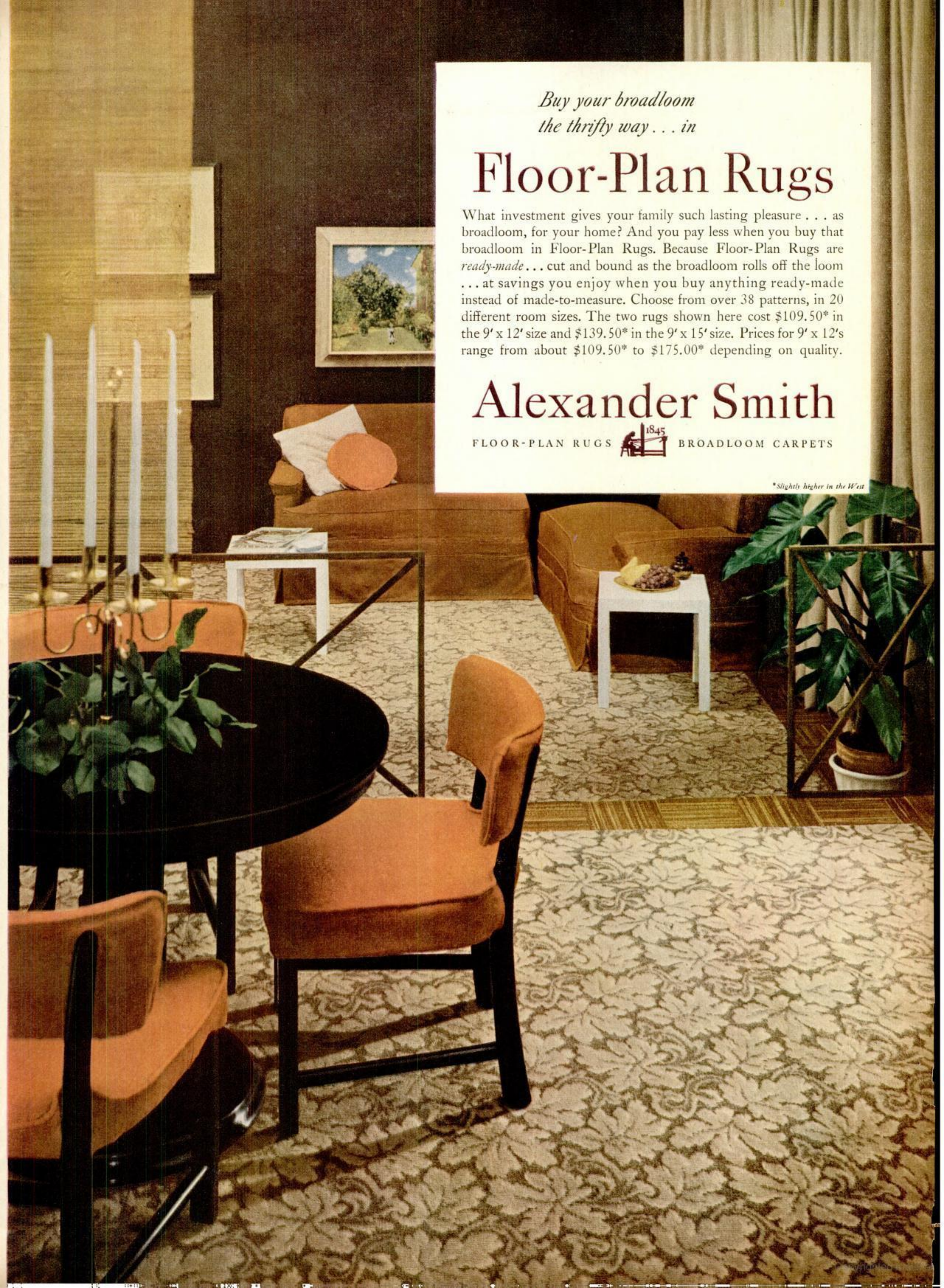
Months ago, when the U.S. awakened to the fact that the incident in Korea was to become a long and costly war, the Air Force began to set up its complex system of air supply from the West Coast of the U.S. to Japan to Korea (LIFE, Sept. 4), commanded in the Far East by General Tunner. The first problem confronting Tunner was that of getting the supplies to the beleaguered Pusan perimeter. As the war moved north and as supply by ground became more and more difficult, it was necessary to employ a system of tactical air supply that would deliver the stuff directly to the constantly shifting front lines. To this job Tunner assigned the

314th Combat Cargo Wing, which is equipped with the "flying boxcars."

This month, having set up and put in motion the air supply system, General Tunner returned to Washington to take on a new assignment. The 314th, which he left behind, had become a war-wise and spirited outfit, which has carried up to the front a diversity of articles, including folding chairs, scooter bikes, blood, Bibles, food, gas, ammunition, weapons carriers, beer, six-by-six trucks and one 14,000-pound steamroller. Like all flying units, the 314th paints on the sides of its planes tabulations of its air drops, which are as important in waging the war, though not so well known, as the strikes of fighters and bombers.



RECORD OF AIR DROPS is painted on the plane of S/Sgt. Jack J. Morton. The parachute indicates a troop drop, while 67 oil drums represent cargo drops.



*Buy your broadloom
the thrifty way . . . in*

Floor-Plan Rugs

What investment gives your family such lasting pleasure . . . as broadloom, for your home? And you pay less when you buy that broadloom in Floor-Plan Rugs. Because Floor-Plan Rugs are *ready-made* . . . cut and bound as the broadloom rolls off the loom . . . at savings you enjoy when you buy anything ready-made instead of made-to-measure. Choose from over 38 patterns, in 20 different room sizes. The two rugs shown here cost \$109.50* in the 9' x 12' size and \$139.50* in the 9' x 15' size. Prices for 9' x 12's range from about \$109.50* to \$175.00* depending on quality.

Alexander Smith

FLOOR-PLAN RUGS



BROADLOOM CARPETS

*Slightly higher in the West

Kraft's ^{Annual} Cheese

to help you with

Velveeta Omelets—Beat 4 egg yolks. Add 1 tbsp. hot water, salt and pepper. Fold in 4 stiffly beaten egg whites. Pour four equal amounts of mixture onto well-greased, heated broiler pan or griddle. Bake in moderately hot oven, (400°) till omelets are puffed and done. Lay a slice of Velveeta, cut lengthwise from the half-pound package, on one half of each omelet. Fold omelets and return to oven a few moments to melt Velveeta. Serve at once.

Look over this wonderful array of Kraft varieties. Right now they're such a help in planning your Lenten menus. Get some smooth-melting Kraft process cheeses for grand main dishes—and several kinds of Kraft De Luxe Slices for hearty sandwiches in a jiffy.

And besides those Kraft favorites, discover more and more of the glorious *natural* cheeses from Kraft. The "fancy-atin' varieties" that are a real thrill for snacks and desserts.

Whether you buy process cheese or natural cheese, Kraft gives you the *best of both*. They are all now in full array at your food store's Kraft Cheese Parade!

Enjoy the KRAFT TV THEATRE • Brilliant drama every Wednesday evening, NBC-TV.

ONLY FROM KRAFT...THESE
PERFECT SLICES WITH MORE FLAVOR

SPRINKLE IN THE CHEESE FLAVOR! Golden Kraft Grated, delicate Italian-style Kraft Grated Parmesan—in handy shakers. The touch for soups, casseroles, salads.

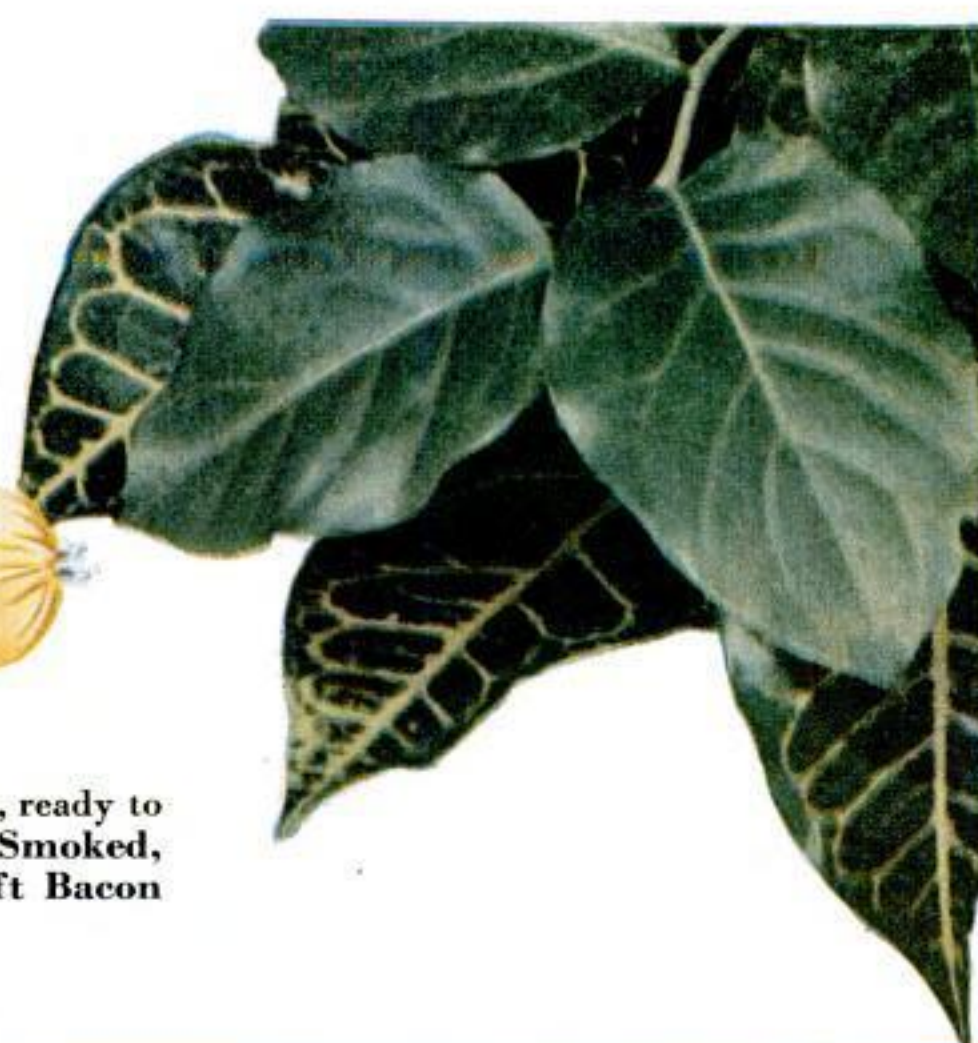
MAIN DISH HELPERS! A 2-lb. loaf of smooth-melting Kraft process cheese on hand is a "must" for Lent. Get the pasteurized process cheese food Velveeta, medium-mild, mellow Kraft Pasteurized Process American or sharp Old English Brand.

PERFECT SLICES! More Flavor! In every package—8 perfect sandwich-size slices cut, wrapped, sealed by Kraft right after the fine process cheese is pasteurized. Kraft De Luxe Slices in 5 kinds of extra-mellow pasteurized process cheese: American, Pimento, Swiss, Brick, sharp Old English Brand. Completely protected all the way to your kitchen.

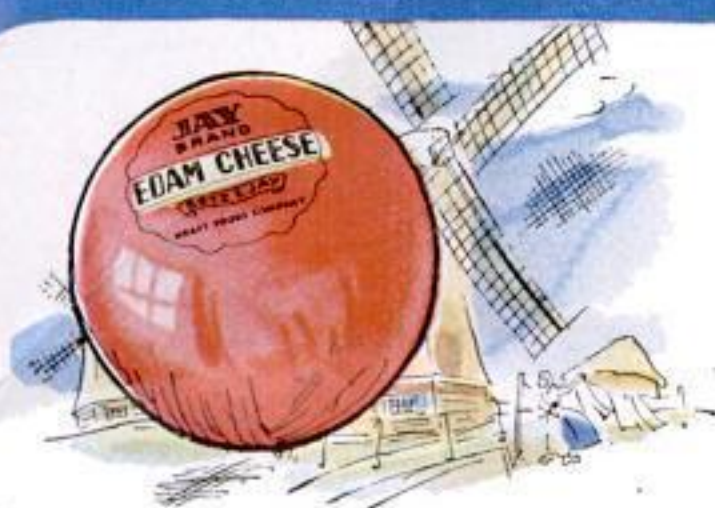
THE WORLD'S FAVORITE CHEESES ARE MADE

Parade

Lenten menus



SMACKING-GOOD LINKS. Appetite-teasers, ready to slice for snack trays. Kraft Hickory-Smoked, Kraft Garlic, Kraft American, Kraft Bacon Pasteurized Process Cheese Foods.



DUTCH TREAT. Direct from Holland comes this traditional Dutch cheese. Big sparkling-red Edam made by Betz and Jay—golden and richly mild at heart. A beauty for the center of your next party cheese tray.



OLD-TIME TASTING AMERICAN. Exactly the same old-time flavor and texture of cheese once made only in bulk shapes, but Kay Brand is even better because it's made of pasteurized milk, is cured without rind and is sealed in a convenient package by Kraft!

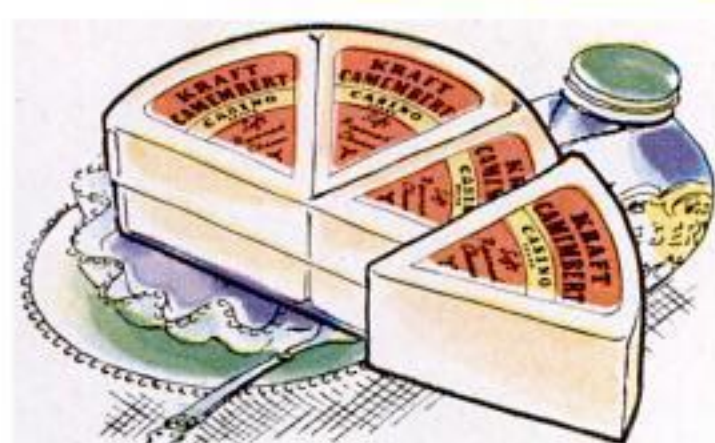


RHAPSODY IN BLUE. Veined with marble-like markings, Casino Brand Blue Cheese is beautifully balanced in richness and pungency. Wonderful in salads or with fruit for dessert.



HEARTY CHEDDAR. The choicest of natural American cheddar, long-aged with patient care, Kraft Sharp Cheddar has the deep-mellow goodness and texture so many cheeselovers prize. Packaged without rind, it combines convenience with old-time ripe goodness.

DOWNRIGHT EATIN' FUN...THESE NATURAL CHEESES FROM KRAFT



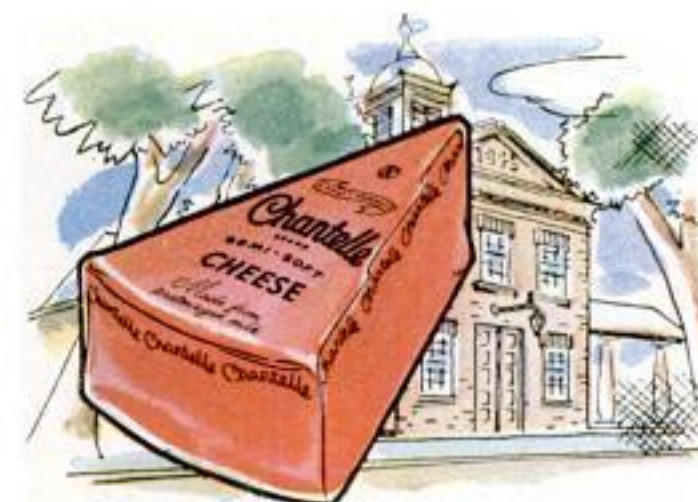
TEMPERAMENTAL—AND TANTALIZING. French Camembert has always been too temperamental to be a traveller. So delicate, velvety-crust-ed Kraft Camembert—Casino Brand is made here, that your gourmet-soul may delight in its ripe, soft goodness.



"HEART-OF-THE-SWISS" GOODNESS! Every slice of Casino Brand Swiss brings you the goodness you'd expect in a premium-price cut from the center of a huge Swiss wheel: More nut-sweet flavor! Firm texture, fine "eye" formation. Not a bit of rind!



DAIRY FRESH. A very special mild cheese, Casino Brand Dessert Semi-Soft Cheese has a gentle, dairy-fresh goodness plus a certain irresistible flavor you simply have to taste. Superb with fruit; also crackers and jam.



RARE DESSERT CHEESE. You might call Chantelle Brand an American cousin of French Brie. This distinguished natural semi-soft cheese is made by Kraft in the historic river town of Galena, Illinois, beloved home of General Grant.



SHORT-ORDER SPECIALS. Those lunch-box and quickie-at-home sandwiches are a cinch when you have Kraft Cheese Spreads. And what a joy for appetizers! Take your pick of: Kraft Pimento, Olive-Pimento, Relish, Limburger, Cheese and Bacon, Pineapple, Old English*, Smokelle*, and Roka*. They are all in re-usable glasses.

*Trade-mark

FAMOUS SINCE 1880. For cream cheese at its finest, get Philadelphia Brand—so creamy-rich in flavor and guaranteed fresh by Kraft. Perfect dessert with jelly, crackers. Look for the name Philadelphia Brand on the package.



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\$14⁹⁵ to \$19⁹⁵

slightly higher in western states



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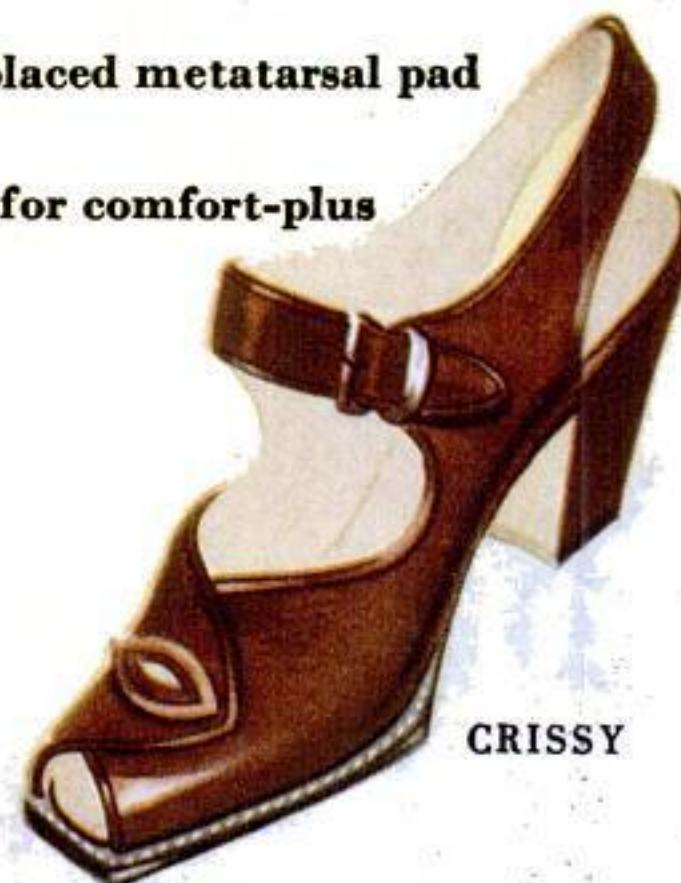


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For the greatest comfort and fit imaginable, thousands of smart women wear smart Selby ARCH PRESERVERS *exclusively*. Visit your Selby ARCH PRESERVER retailer now—while sizes, widths and colors are complete. Look and feel your best in the shoes with these 3 hidden comfort features for your walking pleasure:

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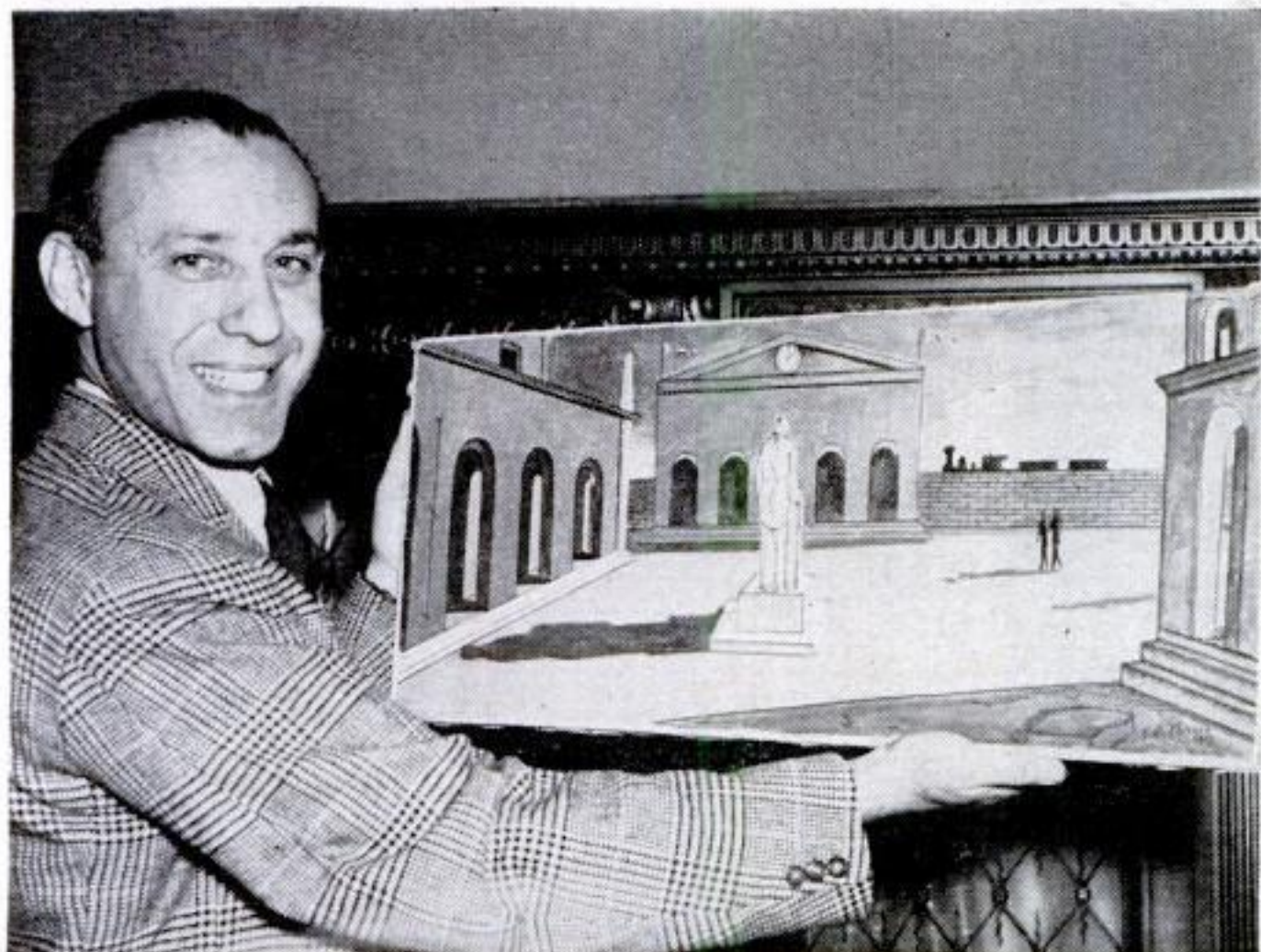
See the new Selby
ARCH PRESERVER CASUALS
\$11.95 to \$12.95

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also **JUNIOR SELBY ARCH PRESERVERS**
for children

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Selby Shoes the World Over—Established 1877. Copied, 1951, The Selby Shoe Company



TRIUMPHANT OWNER DISPLAYS DE CHIRICO PAINTING OF LONELY SQUARE

REAL SURREAL OR FAKE

Court verifies painting which artist disowns

Forty years ago the Italian Giorgio de Chirico helped launch the surrealist movement in art, and ever since his paintings of ghostly colonnades and tapering shadows have been the rage of museums and collectors. But De Chirico himself no longer likes his early work. He long ago abandoned surrealism in favor of a gaudily realistic art of mixed fruit and undressed goddesses, and his surrealist paintings are a mortifying reminder of the "decadence, impotence and incapacity" of modern painting. Recently, in an attempt to rid himself of his surrealist shadow, De Chirico tried a drastic new tack. When Dario Sabatello, a Los Angeles collector, purchased an early De Chirico from a gallery in Milan, the artist straightway pronounced it a fake. Sabatello in return filed suit and asked a Rome court to determine the painting's authenticity. After a long investigation, the court tracked down the original owner who had purchased the picture from De Chirico himself in 1933. It then called in an independent expert who stated the painting was "absolutely genuine." With this evidence, the court informed the artist he had painted the picture, ordered him to pay court costs and \$500 in damages. De Chirico, unabashed, said he would appeal the decision.



SULLEN DE CHIRICO, now 63, studies a reproduction of his realistic self-portrait in costume of a flamboyant cavalier, while his Russian wife looks on.

Marie Wilson Says:

"I think it's perfectly wonderful about the Sylvania Service man. I mean, it's wonderful how he keeps my radio and television sets in such perfectly wonderful condition."



Miss Wilson is star of CBS's "My Friend Irma."

You'll be enthusiastic, too, when you call on the man who displays this Sylvania sign of dependable service. He'll banish radio squeaks and television streaks, and replace weak tubes with famous, long-life Sylvania quality tubes.



SYLVANIA

RADIO AND TELEVISION PICTURE TUBES

Sylvania Electric Products Inc. also manufactures Television and Radio Sets; Photolamps; Light Bulbs; Electronic Products; Electronic Test Equipment; Fluorescent Tubes, Fixtures, Sign Tubing, Wiring Devices

EXIT CRYING

**Lotte Lehmann ends
41 years of singing**

*Thou lofty art, in how many gray hours
When I was caught in life's wild toils,
You have lit a light of tender love in my heart
And transported me to a better world. . . .
Thou lofty art, I thank you for it.
Thou noble art, I thank you!*

Lotte Lehmann had sung these words of Schubert's immortal song *To Music (An die Musik)* hundreds of times before, but this time was different. As the statuesque soprano came to the final lines her eyes began to fill with tears. She broke down with a sob and covered her face with her hands (left). The piano finished alone.

Thus, with her own tears and with the tears of her audience, Mme. Lehmann, at 63, ended her 41-year singing career. Stepping forward to the footlights at intermission time at her New York Town Hall recital, Mme. Lehmann, one of the greatest operatic sopranos and by far the finest lieder singer of her time, had startled her huge audience with an unexpected announcement: "This is my farewell recital. . . ." ("No! No!" the audience cried.) "I had hoped you would protest, but please don't argue with me. After 41 years of anxiety, nerves, strain and hard work, I think I deserve to take it easy." Then, citing her most famous operatic role, the aging Marschallin who at last gives up her young lover in Richard Strauss's *Der Rosenkavalier*, she said, "The Marschallin looks into her mirror and says, 'It is time.' . . . I look into my mirror and say, 'It is time.'"

Backstage after the concert Mme. Lehmann was kissed, hugged and wept on by more than a thousand of her admirers who then poured out into the street to cheer her as her automobile drove away. "It is good," she said, smiling again, "that I do not wait for the people to say, 'My God, when will that Lotte Lehmann shut up!'"

SOBS HALT SONG as Lotte Lehmann sings last number. Paul Ulanowsky, her accompanist, finished

the last few bars. "It makes me boil," said Lehmann later, "not to be actress enough to hide my feelings."

AFTER CONCERT ALMOST THE ENTIRE AUDIENCE FLOCKS ACROSS STAGE TO BID FAREWELL TO LOTTE LEHMANN IN DRESSING ROOM



CONTINUED ON PAGE 75

TIME IS THE ART OF THE SWISS



No gift so unique as a fine Swiss watch

No other gift serves so handsomely, so faithfully, with such versatility as a fine Swiss watch. For all that is unique in watches comes from Switzerland—watches that wind themselves, follow the calendar, solve mathematical problems, or ring an alarm on your wrist. Swiss craftsmen who engineer these complex mechanisms also fashion watches that are elegant in their *simplicity*, unmatched in value and beauty.

For the gifts you'll give with pride, let your jeweler be your guide.

The WATCHMAKERS



OF SWITZERLAND



Difference in value between a fine Swiss watch and any ordinary watch can be measured in the time taken to perfect each part—and in "repair-ability." A fine Swiss watch can always be serviced economically and promptly.

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FAMOUS SIGNATURE



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FINE BOURBON



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*The Old Taylor Distillery Company,
Frankfort, Kentucky*

OLD TAYLOR*

100 PROOF

* REG. U. S. PAT. OFF.



BEFORE THE CONCERT, Lotte Lehmann goes through her usual ritual of kissing photos of relatives. She wears orchid sent by a friend named Toscanini.



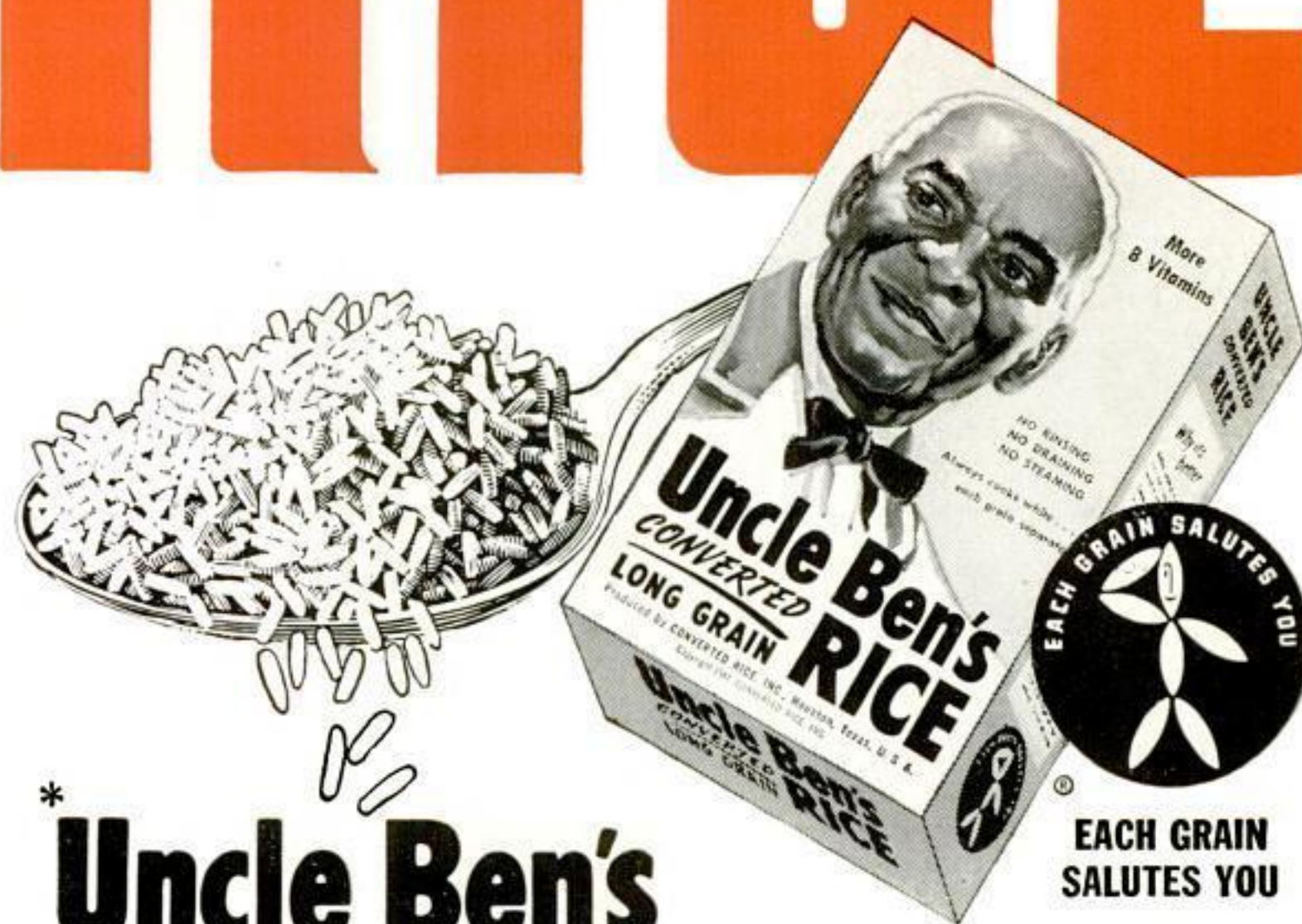
PEEKING AT AUDIENCE before going on stage, Lehmann opens door a crack. Attendant Joseph Coker (at right) was at her New York debut in 1932.



SAYING GOODBY, Mme. Lehmann tells her audience, "You have always given me more than I gave to you. . . . You were the wings on which I soared."

CONTINUED ON NEXT PAGE

The Fluffy Fluffy RICE



*** Uncle Ben's**
CONVERTED
LONG GRAIN RICE

*"Uncle Ben's" and "Converted" are trade-marks of Converted Rice, Inc.

Now available in Canada, too!

**Its sunny color-
like magic-cooks up
white and fluffy**

The connoisseurs discovered it. Now everyone can enjoy it—the extra-long-grain rice with the extra B vitamins.

Guaranteed to cook up white and fluffy every time or your money back!

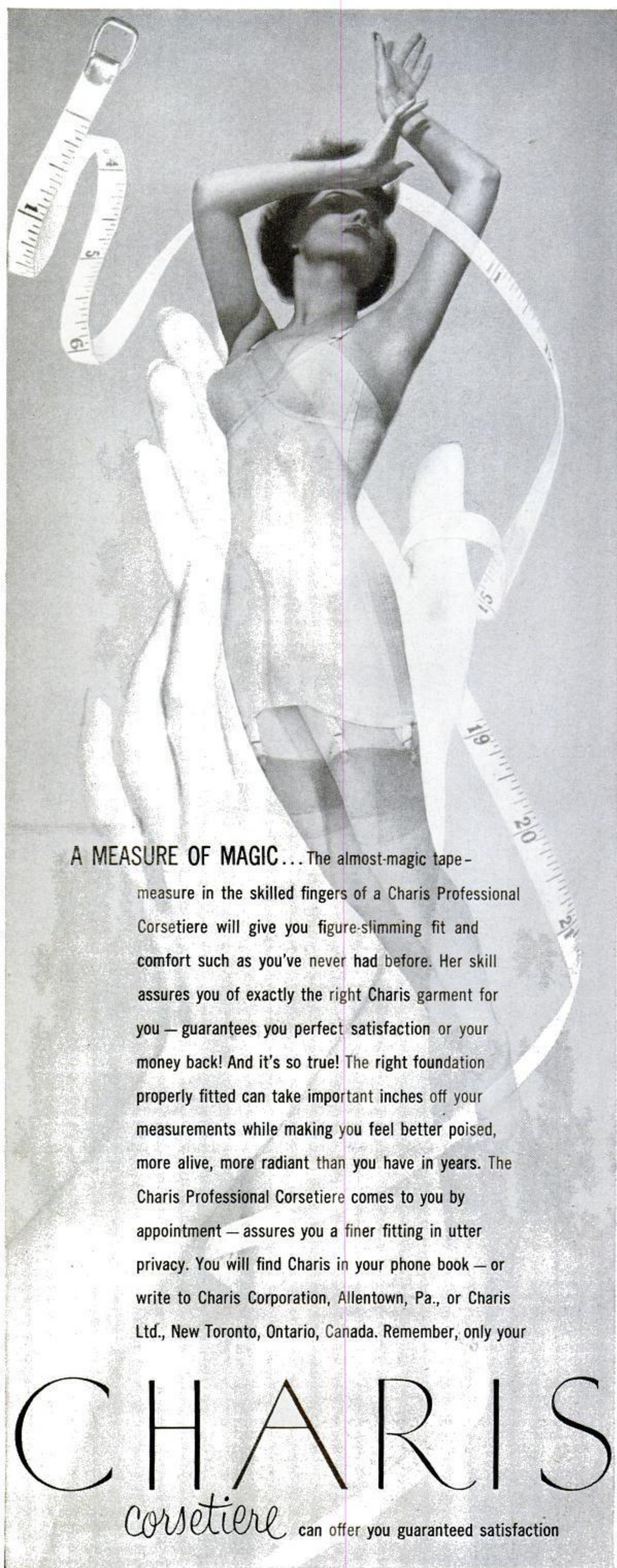
Grains stay separate and fluffy even when stored in the refrigerator and reheated.

Want praise from family or guests? Then try Uncle Ben's.

*Uncle Ben's Rice, before milling, is put through an exclusive patented process. This assures retention of natural B vitamins and flavor, and at the same time makes this rice the easiest to cook. It's always fluffy.

CONVERTED RICE, INC., Houston, Texas

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A MEASURE OF MAGIC... The almost-magic tape-measure in the skilled fingers of a Charis Professional Corsetiere will give you figure-slimming fit and comfort such as you've never had before. Her skill assures you of exactly the right Charis garment for you — guarantees you perfect satisfaction or your money back! And it's so true! The right foundation properly fitted can take important inches off your measurements while making you feel better poised, more alive, more radiant than you have in years. The Charis Professional Corsetiere comes to you by appointment — assures you a finer fitting in utter privacy. You will find Charis in your phone book — or write to Charis Corporation, Allentown, Pa., or Charis Ltd., New Toronto, Ontario, Canada. Remember, only your

CHARIS

corsetiere can offer you guaranteed satisfaction

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Charis: Reg. U. S. Pat. Off.

EXIT CRYING CONTINUED



YOUNG FACES glowed backstage as Lehmann fans came to pay her tribute. "Youth always inspires me," she says, "and so I will teach them what I know."



OLDER FANS reminisced about great Lehmann performances. This woman, kissing soprano's hand, said she never missed a Lehmann concert in New York.



A STUDENT, Anne Bollinger, a young Metropolitan Opera soprano whom Lehmann has coached, blows nose heartily in effort to say an audible goodby.



A LAST SNUFFLE is enjoyed in dressing room. Mme. Lehmann is on way to California, to teach and write her sixth book, *Of Heaven, Hell and Hollywood*.

Universally Sure

Hospitality speaks a universal language!
A warm welcome. A friendly smile. And —
wherever hosts like to be *Sure*—a perfect drink
made with magnificent 7 Crown... Seagram's
finest American whiskey.

Say **Seagram's** *and be* **Sure**



SEAGRAM'S 7 CROWN. Blended Whiskey. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK



IN JUMBLE OF STITCHES AND PATCHWORK COLORS FRED CONWAY OF ST. LOUIS PORTRAYED FRENZIED RUSH OF SETTLERS INTO OKLAHOMA TERRITORY.



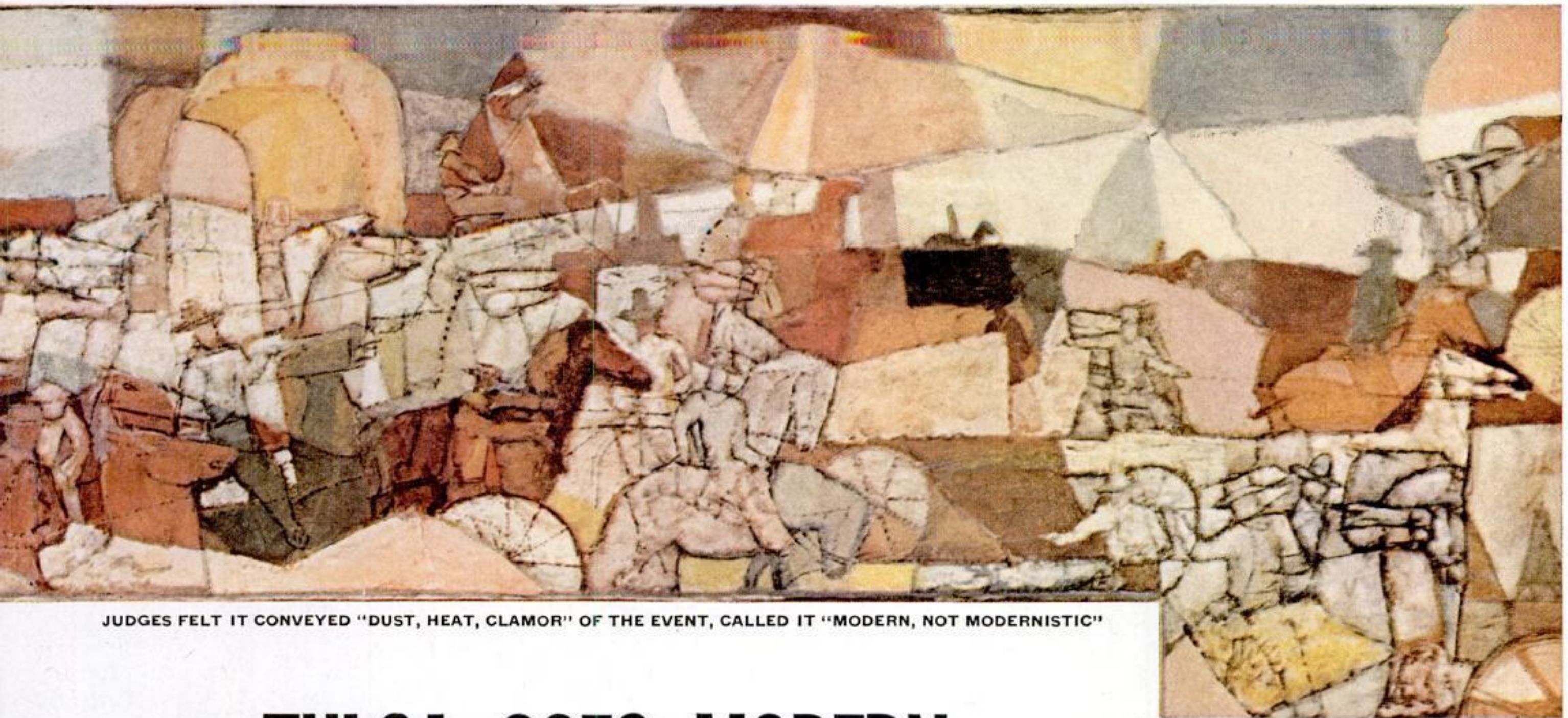
CLARENCE VAN DUZER, WHO TEACHES AT DENVER UNIVERSITY, PAINTED THE GROWTH OF TULSA FROM INDIAN MIGRATIONS TO BUILDING OF BANK (RIGHT)



VETERAN MURALIST ANTON REFREGIER DID A KALEIDOSCOPE OF THE STATE'S DEVELOPMENT, WITH INDIAN RITES, OIL DRILLING AND CATTLE BRANDING



PETER HURD, BEST KNOWN CONTEMPORARY PAINTER OF WEST, DEPICTED VAST LANDSCAPE OF OKLAHOMA AS BACKDROP FOR MEETING OF INDIANS AND RANGY



JUDGES FELT IT CONVEYED "DUST, HEAT, CLAMOR" OF THE EVENT, CALLED IT "MODERN, NOT MODERNISTIC"

TULSA GOES MODERN

Abstract mural of land rush wins Oklahoma bank's \$25,000 contest

Last year when the well-oiled First National Bank of Tulsa was building its gleaming, modern, \$6 million quarters, it announced a competition for decorating its banking room with a 70-foot mural of Oklahoma's history. To select candidates for the job, which would pay \$25,000, the bank asked eight museum heads to nominate some of the country's outstanding muralists. Nominees, ranging from traditional sage-and-pinto painters to streamlined abstractionists, were invited to submit ideas for the mural to a jury of the bank's president and architect and three museum directors. From the artists who participated the jury chose Peter Hurd, Anton Refregier, Fred Conway and Clarence Van Duzer and asked them to put their ideas into paint.

The four contestants promptly plunged into a study of Oklahoma's brisk and booming past, delving into volumes of Choctaws and buffaloes, consulting oil specialists and trudging around Tulsa's

museums and local landmarks. At the end of six months they completed the paintings reproduced on these pages, designed to a scale of one inch per foot of mural. The paintings were put on exhibit at the Philbrook Art Center, and Tulsans were invited to vote for the one they liked best while the jury made up its mind. For more than a week curious townsmen milled about the Center in earnest debate over the muralists' versions of state history. When the judging was over, Peter Hurd's homespun prairie meeting (*below*) had received the popular vote, but the tumultuous abstraction of the land rush (*above*) by Fred Conway had copped the jury's vote and the prize commission. Skeptical but philosophical, Hurd supporters said they would reserve judgment till the mural was done, but one oldtimer shook his head: "He's fixed us up so everything looks dreamy. We wasn't anything of the kind."



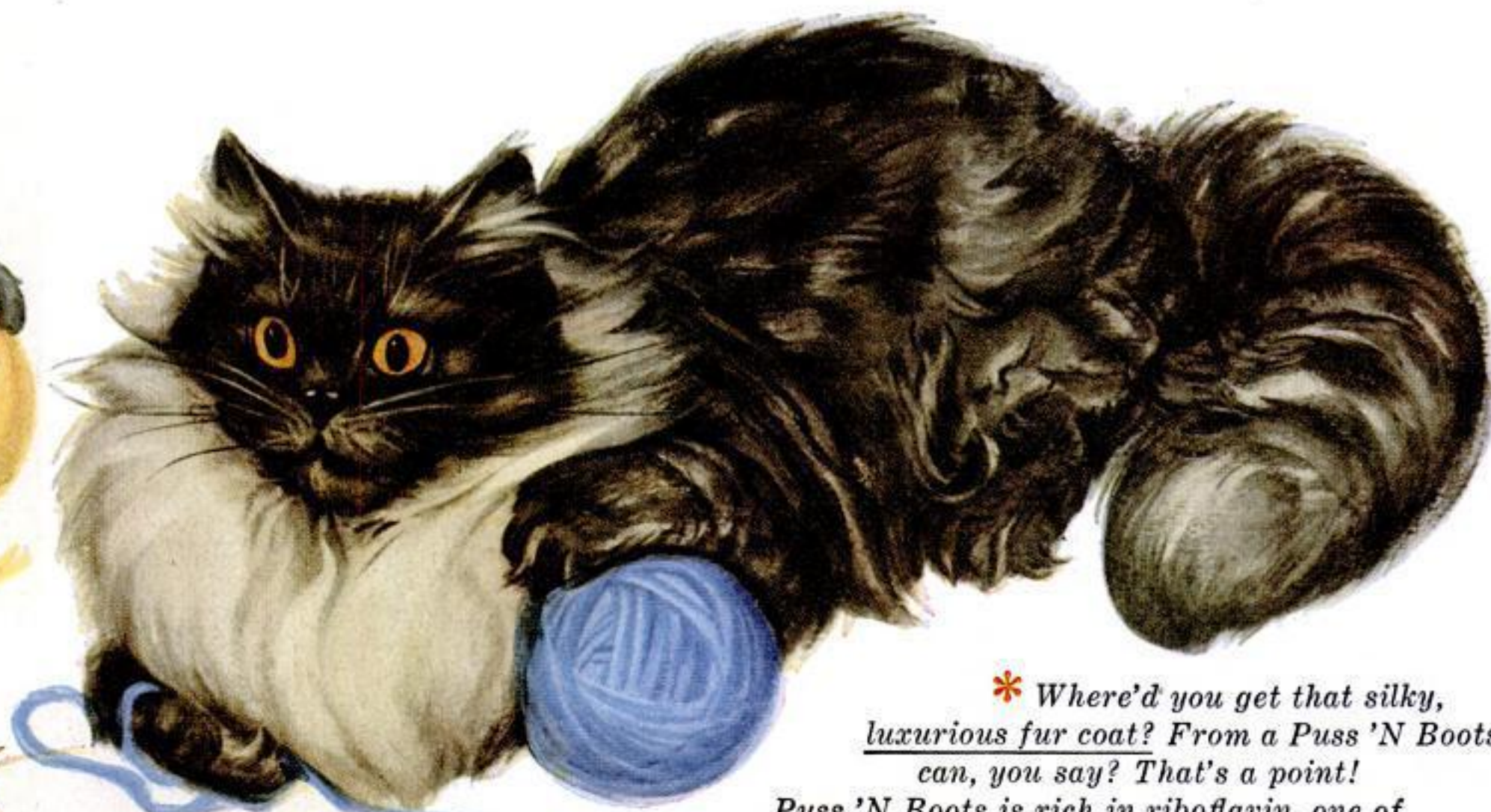
WINNER CONWAY in 1949 won Hallmark contest with his abstract *Mother and Child*.



PIONEERS, WHO HAVE STAKED CLAIM ABOVE RIVER. THOUGH GRATIFIED BY POPULAR VOTE, HURD FEELS PUBLIC OFTEN ERRS IN JUDGING CONTEMPORARY ART



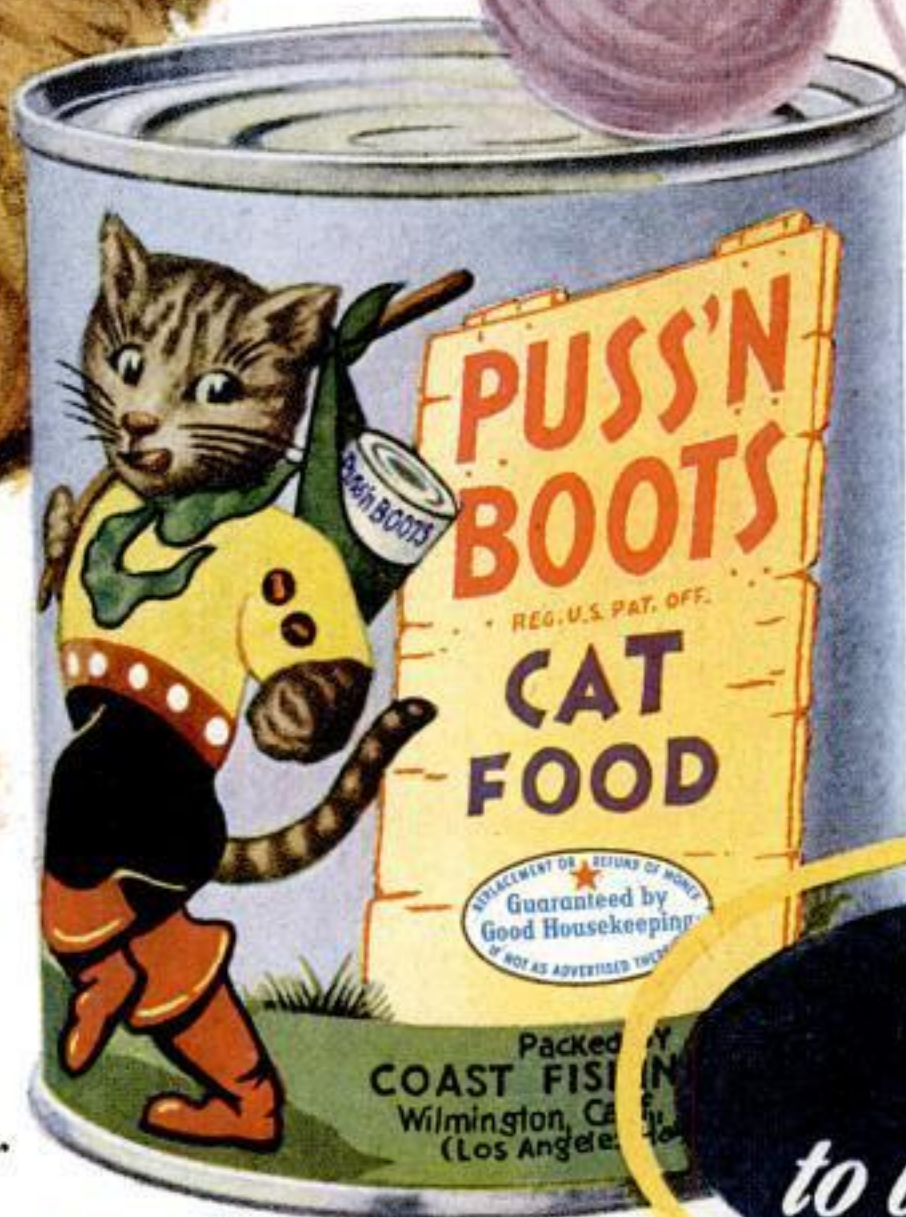
* That's quite a prize you have there, bright eyes. And a pretty picture you make with that colorful yarn and that wide-eyed look. That's how it is with Puss 'N Boots Cats... the Vitamin A gives their eyes sparkle, so makes them extra lovable...



* Where'd you get that silky, luxurious fur coat? From a Puss 'N Boots can, you say? That's a point! Puss 'N Boots is rich in riboflavin, one of the important nutrients you need to keep your skin healthy—your fur fluffy and full.



* Nice kitty! Takes more than a tangle with a ball of yarn to upset your gentle disposition. Thank Puss 'N Boots for the part it plays. It's so rich in nerve-soothing Vitamin B₁, it would help tame even a battle-scarred Tom!



This yarn's for you, my pretties!

* My what strong bones you have! The better to leap with, of course. It's easy to see you're getting lots of calcium, phosphorus, and Vitamin D. That's no surprise with Puss 'N Boots on your diet. There's a dish worth leaping for!

See what it means...
to be a Puss 'N Boots Cat?

* Hey! You're missing the fun! Or are you... Isn't that Puss 'N Boots? 'Nuff said!



Puss 'N Boots adds the Plus!

Yes, all you purry, furry pals have lots in common... health, energy, beauty, and a love for Puss 'N Boots. That's natural, for Puss 'N Boots is finest quality. Fresh-caught *whole* fish (no by-products or "fillers" ever) plus just the right cereals, cooked in the can and ready to eat. Each feeding of Puss 'N Boots gives you *all* the food factors found in milk, liver, salmon, and beef... in greater abundance and even *better* balance. Yet Puss 'N Boots costs your master and mistress far less!

QUALITY MAKES IT... AMERICA'S LARGEST SELLING CAT FOOD

CLOSE-UP



TWO SIDES OF SMYTHE are revealed in his hats—the topper (*above*) he wore at the rink when another club owner said he should show dignity; usual fedora (*right*).



PUCK'S BAD BOY

BOISTEROUS BOSS OF HOCKEY'S MAPLE LEAFS GETS READY FOR PAYOFF—THE STANLEY CUP SERIES

by MARSHALL SMITH

THE moment before a man gets his brains knocked out—or almost knocked out—is one not easily forgotten. Conn Smythe, president and managing director of the Toronto Maple Leafs, remembers it as vividly as if it had happened to him. From his bench in Boston Garden he saw his Maple Leafs and the rival Boston Bruins scrambling for the puck. He saw hockey's great "bad man," Boston's Eddie Shore, come charging down on Ace Bailey like a locomotive in a Pearl White movie. Smythe tightened up. There was a crash. Ace Bailey catapulted into the air and came down on his head. He lay there bleeding, motionless except for a convulsive twitching of the muscles.

After the first stunned silence one of Smythe's other boys, big Red Horner, skated up to Shore. "Put your hands up, I'm going to hit you," he said, and then he swung. The blow knocked Shore backwards in a half-flip. He too came down on his head. He lay still in another widening pool of blood. Bedlam broke loose in the Garden. As the

unconscious players were carried from the ice, Smythe went right with them. So when a loud-mouthed fan blocked the way, Smythe swung on him, putting every one of his 132 pounds behind the blow. The fan's glasses were shattered and more blood flowed. There never was a night like it in bigtime hockey.

Smythe, protesting vehemently, was hauled off to the police station. Ace Bailey was rushed to Audobon Hospital, where an emergency operation was performed on his broken skull. He was given a 50-50 chance to live. Eddie Shore, with seven stitches in his scalp, was hustled off to Bermuda to wait until things cooled down. It was just as well that he was. A man with a hard look in his eye blew into town from Bracebridge, Ontario and began making inquiries. "I'm Ace Bailey's father," the man said, calmly pulling a six-shooter out of his pocket. "Where can I find Shore?"

This is the kind of rough-and-tumble hockey that is dear to Conn

Have you heard the NEWS from SOUTHERN CALIFORNIA?

NEW MILE-HIGH DRIVES, new mountain resorts, added to brilliant lakes, hungry trout, and the old restful quiet of pine forests.

NEWLY RESTORED Spanish missions, new horse racing (almost year-round), and the same lush orange groves, exotic flowers of subtropical valleys.

NEW DESERT WONDERS... improved highways through strange cactus forests, painted canyons... new luxurious resorts, palm trees, swimming pools.

NEW SEASHORE FUN... new ocean highways, new beaches, new yacht harbors. Improved accommodations near roaring surf, miles of sand.

NEW FUN IN MOVIELAND... eight television stations add their entertainment to premieres, celebrities, night spots of the movie and radio capital.

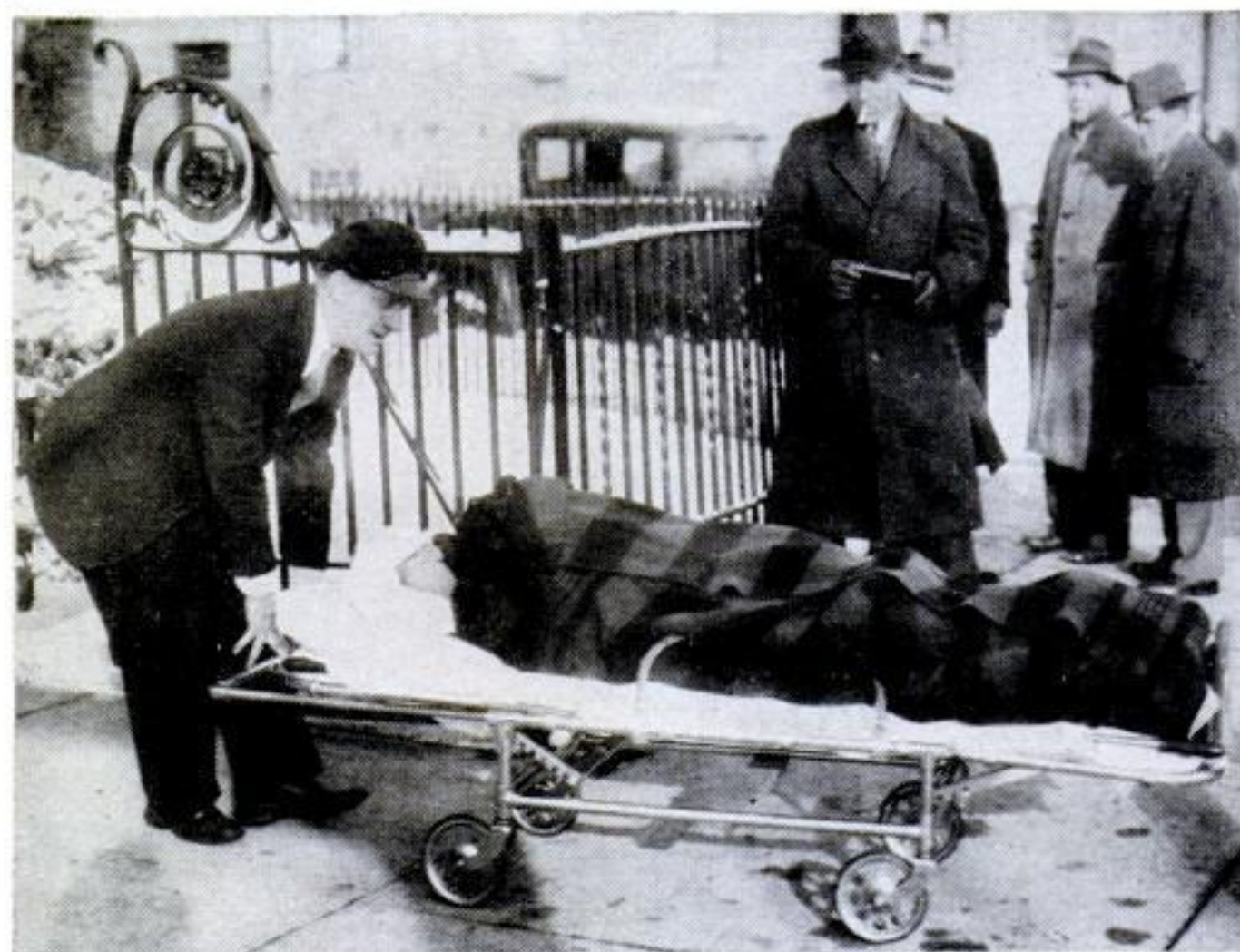
WHICH SEASON IS BEST? For a visit to Los Angeles County and all Southern California, choose *any* season, for our dry subtropical climate means sunny, outdoor comfort year-round.

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Advise anyone not to move to Southern California now unless assured in advance of employment.



HOCKEY'S WORST BRAWL produced these two scenes in 1933. At top, Eddie Shore is carried off the ice, while at bottom, Ace Bailey enters hospital.

PUCK'S BAD BOY CONTINUED

Smythe's heart. Indeed, it is the kind of hockey he is counting on to win the Stanley Cup play-offs four weeks from now. The fact that his Maple Leafs are currently in second place means nothing. In the last six years they have finished in first place only once; but in the more important play-offs they have won the Stanley Cup four of the six times.

Meanwhile Smythe's team is at the top of the list in penalties. "Penalties," Smythe scoffs, "what do they matter? We just write them off as mistakes. No man ever became a millionaire who didn't make mistakes." This is the attitude of a man whose brand of hockey goes back 25 years, to the days when raucous, hell-on-ice playing was brought over the border from Canada. It was a game of individuals who for four months each winter brought a breath of the frontier and James Oliver Curwood into U.S. arenas. Fans chanted the names of superstars like Howie Morenz, Ching Johnson and King Clancy. Shore, the toughest of them all, had more than 600 stitches taken in his tough hide before he finally hung up his skates.

They were hard to kill. Ace Bailey proved that after doctors had all but given up hope for him. People who understand hockey players say that a trick of the trade saved Ace. During the crisis Ace Bailey's nurses were told to keep a stream of fight talk directed at the unconscious man's ear: "Hit 'em, Ace... watch that wing... backcheck now... that's right, now hit him." Whether any of it got through to the patient nobody will ever know—not even Ace Bailey—but he pulled through, although he never played again.

Hockey has changed since then. World War II and the resulting shortage of talent was partly responsible. To keep the arenas filled up, the club owners substituted frenzy for crisp, individual play. Stick-handling as practiced by old masters like Aurel Joliat was almost out of style. The prettiest play in hockey, the three-man break with the deft pass and the whirlwind strike at the goal, was seen less and less.

The game played by wartime pros was nothing more than glorified shinny. Men seemed to move with exaggerated speed and with as little rhyme and reason as water bugs on a millpond. The "power

CONTINUED ON PAGE 84

Fewer nights "on the Road"

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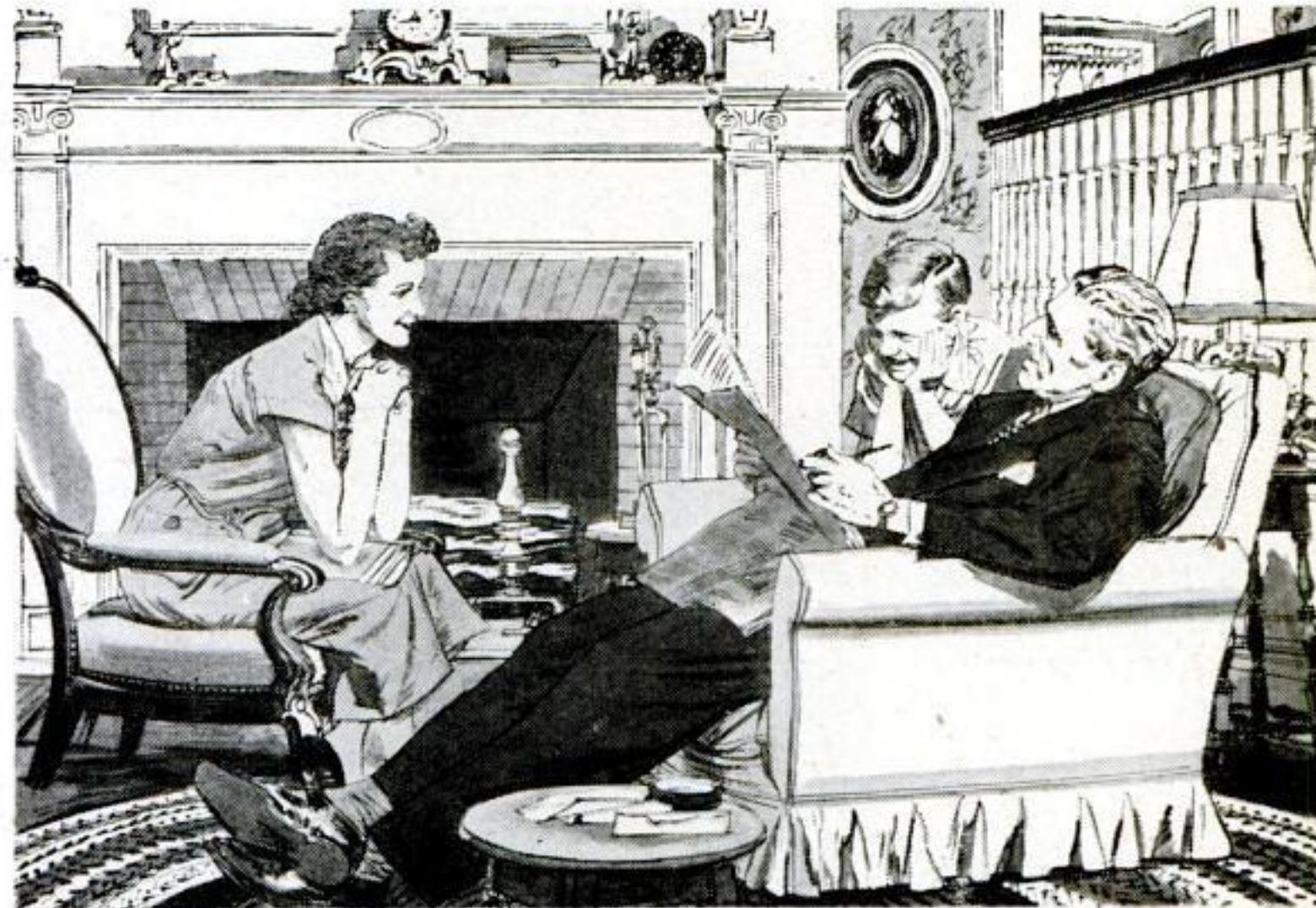
"I'll be home this evening," Jack Wilson promises his wife, Eva, as he leaves their Chicago home in the morning. Jack is a machine-tool company representative. He's visiting Washington, 600 miles away. He's flying, of course; it's only a 2½ hour trip in a Douglas DC-6 . . .



In Washington he has luncheon with an important official. It may lead to a big order. Then he calls on another executive to close a deal that had been pending (that's the contract going into his briefcase). His business over, Jack heads back for home in another giant DC-6 . . .



Old friends meet when Jack spies Bill Robertson in the club-like lounge of the luxurious DC-6. So many businessmen fly these days that Jack would be surprised if he *didn't* see someone he knew! They chat over a fine complimentary dinner, while the miles quickly slip by . . .



A full evening at home is ahead for Jack. "What an improvement over the old way!" he says. "I do more and I'm less tired. And no more of those lonely, boring nights 'on the road!'" Eva and Jimmy are just as happy. "No more lonely evenings for us, either," smiles Eva.

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WITH 1/2 THE RUBBING

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GIVES SHOES RICHER COLOR!

Black • Tan • Brown • Blue • Dark Tan
Mid-Tan • Oxblood • Mahogany
and Neutral



SMYTHE ON THE ICE, his spatted ankle showing, is lifted back onto his feet by two referees and a Maple Leaf player. Smythe had tried to throttle one of the referees (standing, back to camera) but had wound up flat on his back.

PUCK'S BAD BOY CONTINUED

play," with five men storming the goal, became the wartime vogue. The puck was thrown in from mid-ice with everybody chasing it. Men swarmed around the cage, scrubbed in the corners for the puck, played "grab and hold." This produced bigger scores, bigger squads, more substitutions, less emphasis on individual play. What the cash customer sees today in Detroit's Olympia or the Chicago Stadium is a sophisticated version of the wartime game. There has been only a slight swing back to "position" hockey.

Whatever the reason is, attendance has been falling off this year. The four U.S. cities in the league are the ones suffering. A few weeks ago, league-leading Detroit was down 8% from last year. New York and Boston were off 15% and Chicago an alarming 25%. In Toronto the number of seats sold remained absolutely the same. There has not been an empty chair in Maple Leaf Gardens (seating capacity 12,586) at a National Hockey League game since Feb. 27, 1946. One reason for this is the fact that Toronto does not have a television station. But to Conn Smythe, there is a more important reason, one he will expound at the drop of a puck. "You can't fool the public forever," he always says. "They're trying to take the color out of the game. We're trying to put it back."

Conn Smythe is the one constant factor in hockey that nothing can change or dilute. For 23 years, without ever putting on a pair of skates, he has been the Toronto Maple Leafs' star attraction. Certainly no hockey player could begin to compete with him. He is an obstreperous little (5 feet 7 inches) man whose actions clash violently with his attire. At a hockey game he feels undressed without his spats and pearl gray fedora imported especially from Italy. He wears a toothbrush mustache and sometimes carries a cane. Some critics describe him as a "conglomeration of opposites"; he is more a dead-end kid dressed up like Little Lord Fauntleroy.

He preaches fire and brimstone to his players before a game. "If you can't beat them out in the alley," he likes to say, "you can't beat them in here on the ice." While his boys are on the ice Smythe uses the aisle in front of the box seats as his private race track. One of his old tricks, particularly in Montreal, was riding the referee from his own bench. Then he would gallop around to the other side, still screaming for "fair play, justice and an equal distribution of the spoils." Then he worked the ends behind the goals, creating the impression that the entire rink was in an uproar. He hates, or professes to hate, referees. When a fellow club owner complained to the league governors that such antics were undignified, Smythe showed up at the Boston arena in top hat and cutaway. "So they want dignity," he muttered as he strode in.

About the only thing that broke his stride was a piece of shrapnel in World War II. "After telling my players to get out there and fight," he says, "I couldn't very well stay home with a war on." So Smythe rounded up his own "Sportsman's Battery," composed of football and hockey players, sportswriters and even one oldtime referee. It was the 30th Light Antiaircraft Battery of the Royal Canadian Artillery, and Smythe, its commanding officer, got hit at

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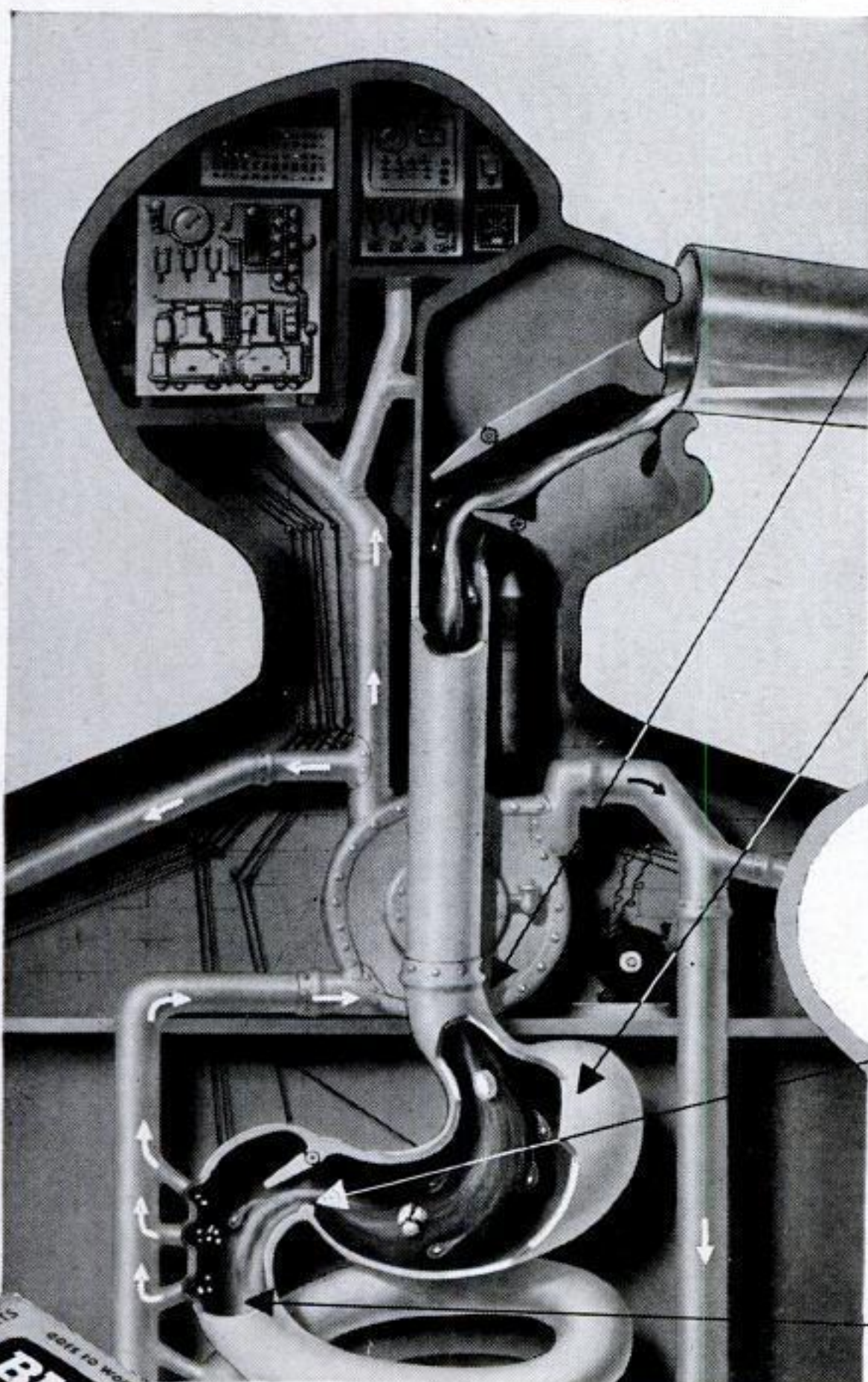
Get fast pain relief!

Bufferin

TRADE-MARK

Acts twice as fast as aspirin!
Doesn't upset the stomach!

Here's how Bufferin acts twice as fast as aspirin



1 Bufferin or aspirin tablet enters stomach here.

2 Neither Bufferin nor any pain-relief product can relieve pain while tablet is in stomach.

3 Dissolving rapidly, Bufferin, being antacid, opens trap door of stomach speedily.

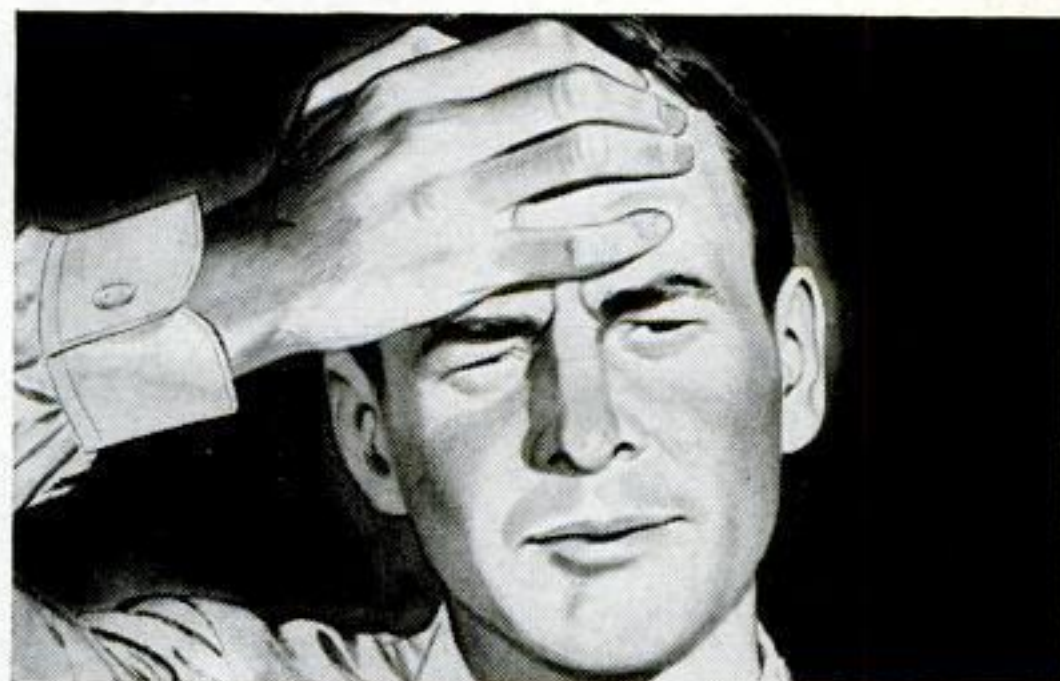
4 Opening trap door of stomach speedily, Bufferin enters the bloodstream twice as fast as aspirin, relieves pain twice as fast.



PRODUCT OF BRISTOL-MYERS

Because Bufferin does not upset the stomach as aspirin often does, many doctors recommend Bufferin for prolonged, as well as occasional, dosage.

Bufferin is scored for easy breaking when half doses are indicated.



No tablet or powder can give you relief from pain until the pain-relieving ingredient enters the bloodstream. No tablet or powder can enter the bloodstream until the Pyloric valve (the trap door of the stomach) opens. But Bufferin doesn't wait. Bufferin, being antacid, *opens* the stomach valve speedily. Bufferin gets into the bloodstream *twice as fast* as aspirin! Acts *twice as fast* to relieve pain.

BUFFERIN

ASPIRIN

Clinical studies prove that the pain-relieving ingredient in Bufferin gets into the bloodstream *twice as fast* as aspirin. Twenty minutes after taking Bufferin, people had twice the amount of pain-relieving ingredient in the bloodstream as those who took aspirin! That's why Bufferin acts *twice as fast* as aspirin to relieve pain. And Bufferin won't upset your stomach. Bufferin is *antacid*, actually *protects* your stomach from irritation.



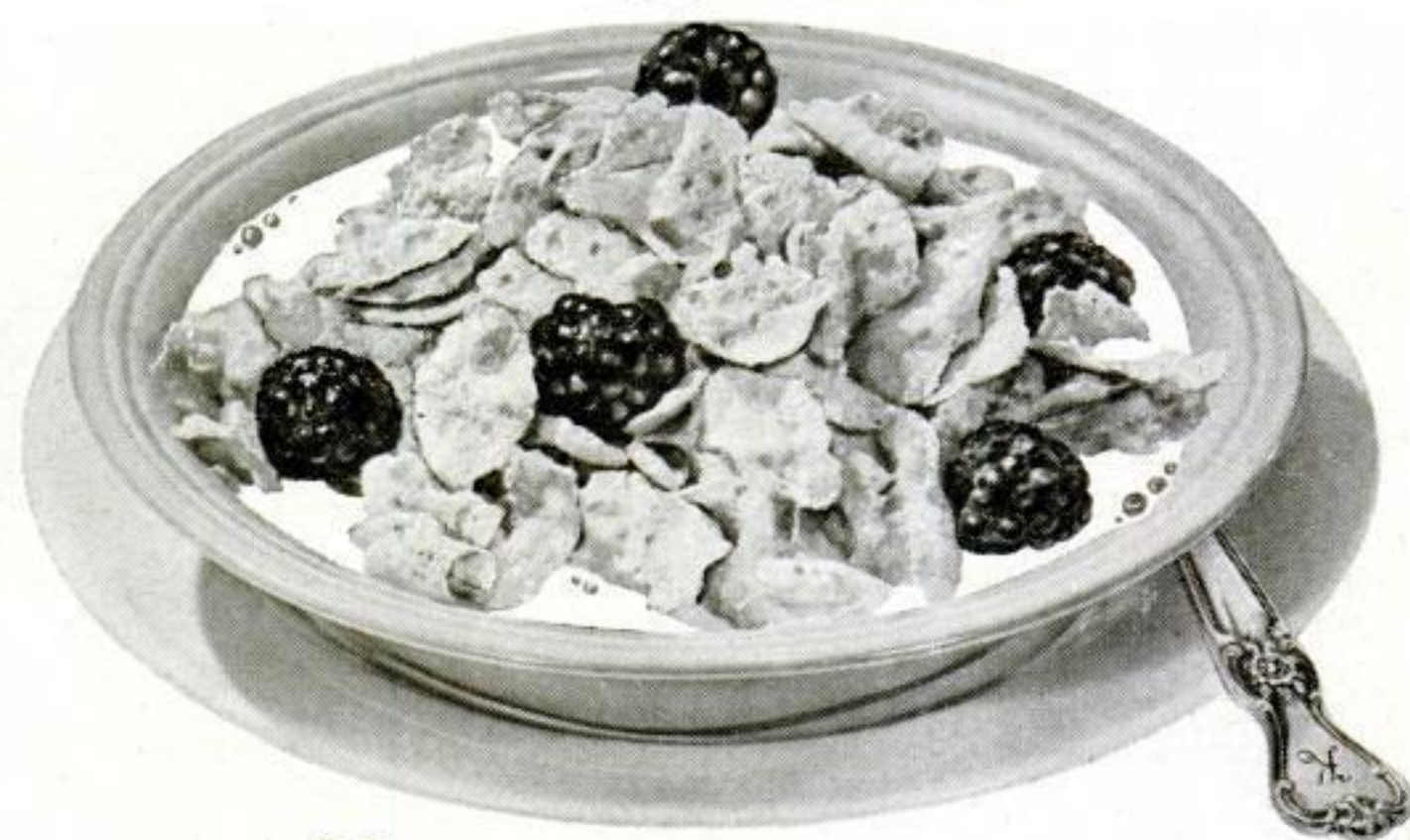
For headaches, neuritis and neuralgia, remember Bufferin for fast pain relief! Ask your physician or dentist about Bufferin. Get Bufferin from your druggist, in the 12-tablet pocket-size package, or the economical 36- or 100-tablet package. Bufferin is also available in Canada.

IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

I love a man



who goes for



the "BUILD UP" wheat cereal

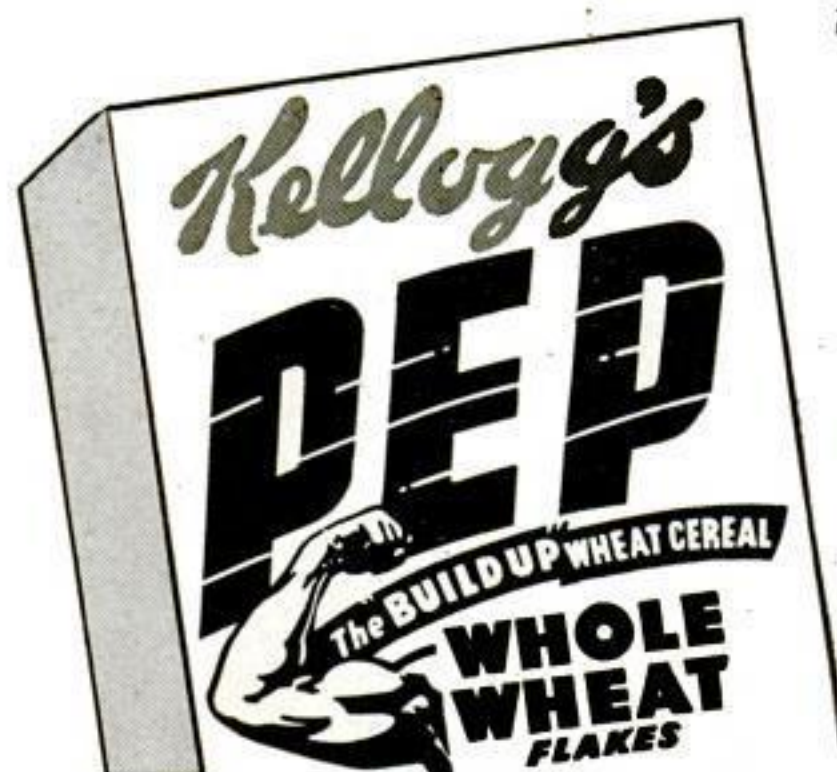
Kellogg's PEP with milk provides one of the most complete foods you can serve. Along with the food value of whole wheat flakes and milk, you get

These Important Vitamin Values
A full day's needs of Sunshine Vitamin D in every one-ounce bowlful—AND—more Vitamin B₁ than any other

leading brand of wheat flakes! Because of these "builder-upper" food values, food experts call it "the mighty ounce"!

Now Made Better Tasting!

Kellogg's "Protec" process brings you crisp freshness *never before possible* in wheat flakes. You've never tasted such *fresh-flavored* wheat flakes—and no other keeps so *crisp*! Treat your family to Kellogg's PEP!



Freshness Insured by Kellogg's exclusive "PROTEC" process!



Prize in Every Package!

Plastic picture rings! 16 pictures—all different! Movie Stars, Sport Stars, Frontiersmen, Indians, Latest Fighting Airplanes! 6 bright colors. One in every package of Kellogg's PEP!

PUCK'S BAD BOY CONTINUED

Caen while pulling a tarpaulin off a burning ammunition truck. At 56 he still walks with a limp. His muscles are partially paralyzed from the waist down. But it does not stop him from playing golf in the low 80s, nor does it keep him from being just about as active as he always has been.

This sprightly existence began in Toronto in 1895. For his first nine years he went without a name. An extra fancy one—Constantine Falkland Cary Smythe—had been picked out for him, but nothing had been done about getting him christened. His first big decision in life was deciding to name himself Conn after the Irish king who fought a hundred battles. It hardly fitted the pale, puny boy who was the only son of Albert Ernest Stafford Smythe, Irish-born poet, lecturer and newspaperman. After his mother died, he and his father lived a threadbare bachelor's life in flats crowded with volumes of Dickens and Tennyson. There were weeks when the Toronto *World*, where Mr. Smythe worked, failed to meet its payroll. For his formal education, which his father set great store by, Conn was sent off to Upper Canada College, a fashionable prep school. There he felt as awkward as a kid with two left feet. He did not have the proper changes of clothes and blushed when he had to pay his tuition in dribbles of quarters and half dollars. The only place he felt he could even things up was out on the hockey rink. There he plowed into his foes the way the other Conn once did.

It was a revelation. When he threw his weight around violently enough Conn Smythe discovered he got what he wanted. At the University of Toronto, where he was a belligerent 118-pound center for the Varsity Juniors, it was a miracle that he did not break his neck, or at least an arm. He kept pressing his luck. As a pilot in World War I he battled constantly with his observer, a big, tough Irishman, over religion. The day their plane got hit behind enemy lines, Lieutenant Smythe looked at the earth spinning up to meet them and then said to his observer, "In about a minute we're going to find out which one of us is right." Smythe walked away from the crash. A few minutes later he argued with a German soldier, and a bullet fired point-blank ripped through his jacket without touching him. German prison camps could not hold him. He broke out twice before the gates were finally opened in 1918. Back at the University of Toronto he put everything he had into making the senior hockey team, but when he found he was not big enough, he became a coach.

Hockey's talent scout

THAT was his niche. Conn Smythe could make things run, especially a hockey team. He could spot a good hockey player a mile away. In 1926, when the New York Rangers were being assembled, it was Smythe who was hired to round up the players. After scouring Canada, he showed up at Madison Square Garden with a gang that included Ching Johnson, Taffy Abel, Frank Boucher and Bill and Bun Cook—probably the greatest team hockey has ever seen. But Smythe was not to manage it long. He was fired the first season for acting too much like an old grad at a football game, and less boisterous Lester Patrick was brought in to run the Rangers.

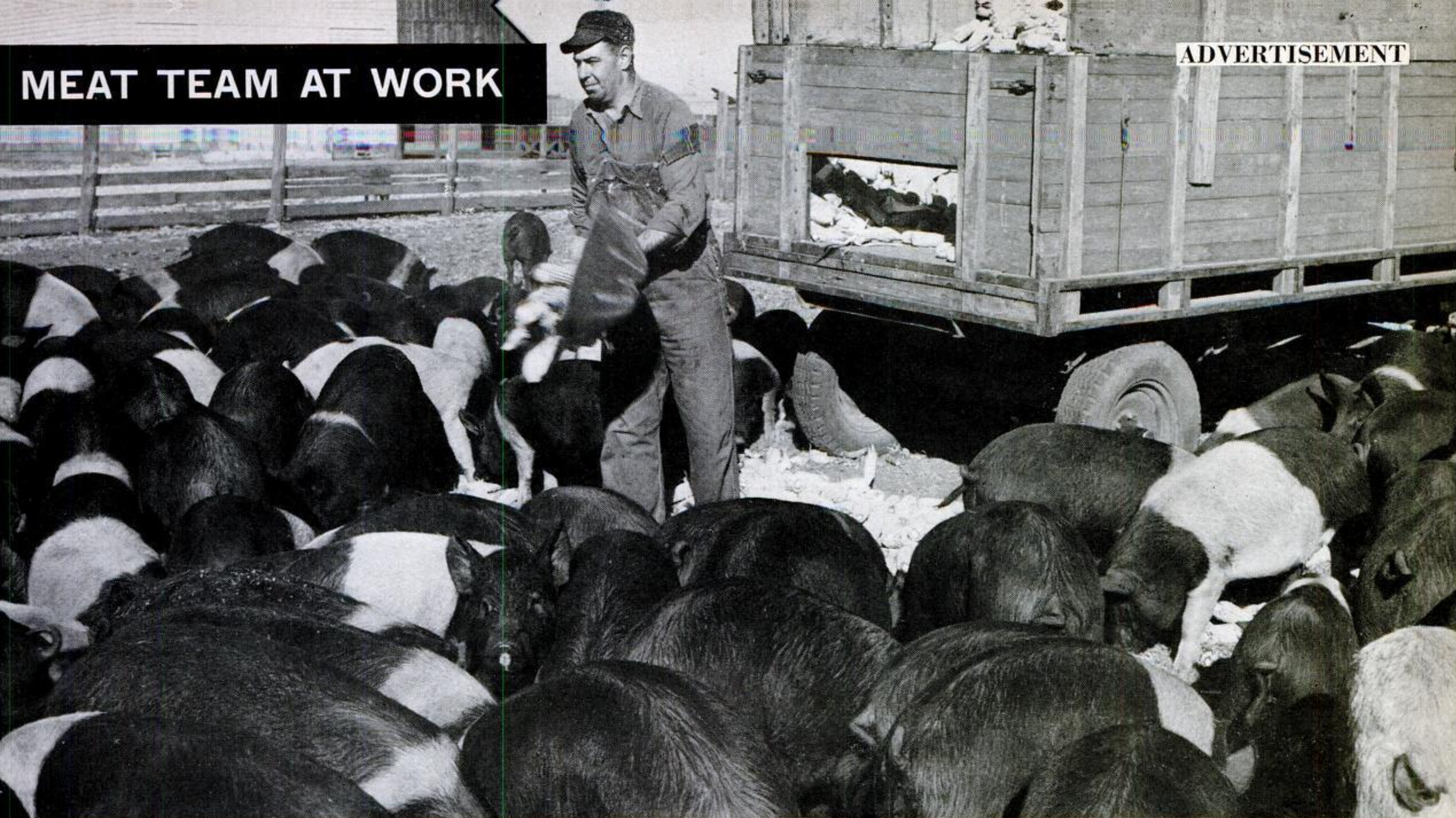
Smythe never quite got over it. Back in Toronto he brooded about it, meanwhile making some money in the sand and gravel business. If he could not run the Rangers, he finally decided, he would get a team of his own. After talking some local businessmen into the idea, he bought the St. Pats, the Toronto team in the National Hockey League, for \$160,000. What he got was two bona fide hockey players—Hap Day and Ace Bailey—a trainer and a franchise in a handbox that was called a rink. Smythe's first move was changing the team's name to the Maple Leafs. Then, on a shoe-string, he set to work to build a \$2 million super arena. With the depression on and money tight, he wheedled capital from bankers and businessmen. The architect went on the cuff; contractors took part payment in stock. Even the carpenters and masons got part of their wages in stock, which now sells for 30 times its original value. It was five years after the Rangers fired him that Conn Smythe's day of reckoning arrived—and it was worth waiting for. In 1932 his Maple Leafs met the Rangers in the final round of the Stanley Cup play-offs and mopped them up in three straight games.

It was good for business, Smythe discovered, to conduct feuds with other clubs and he went at it with gusto. One memorable night in Madison Square Garden a referee called an offside against Toronto. "Offside!" shrieked Smythe, who had already shrieked a few thousand insults. Thereupon he did a high dive over the boards. Smythe and the referee thrashed around on the ice, and Smythe's hands somehow became locked around the referee's throat. After they were pried loose, Smythe climbed leisurely back over the boards and acknowledged the cheers of the crowd.

CONTINUED ON PAGE 88

MEAT TEAM AT WORK

ADVERTISEMENT



HE'S POURING ON THE FEED TO PRODUCE MORE PORK. Like millions of farmers throughout the country, Scott Burrell, of near Ogden, Iowa, is answering the call for more meat by turning corn into pork. These are some of the 600 hogs the Burrells, a father and son team, fed last year. This spring they are planning to produce between 700 and 800 pigs.

Pigs are putting in overtime

The four-footed food factories pictured above are busy helping the country make the most of its feed resources.

Pigs are the principal medium through which American farmers market their annual multibillion-bushel corn crops. This practice of marketing corn "on the hoof" instead of "in the ear" is a bit of agricultural economics that is favored by everybody who likes meat (and who doesn't, in this land of meat eaters) and by all the foresighted people who believe that stepping up production of meat is one of the best things the country could do in these times.

Meat is one food that we use up about as fast as it is produced. That's why a new and ever-increasing supply must always be in the making.

Fortunately, American farmers, with their corn cribs fuller than they have been for years, have already shown that they can give us the increased production we need. This spring they are farrowing an estimated 63½ million pigs—the *second highest number on record*—and there will be even more next year.

But there's many another step before a statistic becomes a slice of ham in your meat-man's counter. The pictures on this page give you an idea of the time and the *teamwork* it takes.

American Meat Institute

Headquarters, Chicago • Members throughout the U. S.



THIS "TREE" OF HAMS Arthur Schintz is removing from the smoke-house of a South St. Paul meat packing plant will be ready for Easter, but they had to be started "down on the farm" early last fall. Pigs born on farms this month will reach packing plants in about six months.



ONE OF THE MEAT RETAILER'S JOBS is to help his customers make the most of the meat they buy. Here Jerry Keating, meat-man of Cleveland, Ohio, is showing a customer how to get three fresh-cooked meals from a shank half of ham.

SHAVINGS by J. C. C.



Candidate says
Campaign confusing
Babes kiss me
Since I've
Been using
Burma-Shave

We hasten to assure you that Burma-Shave is not intended exclusively for gents who want to wow the babes. Millions use it just because their faces feel so good afterward. It's worth twice its price on this basis alone!

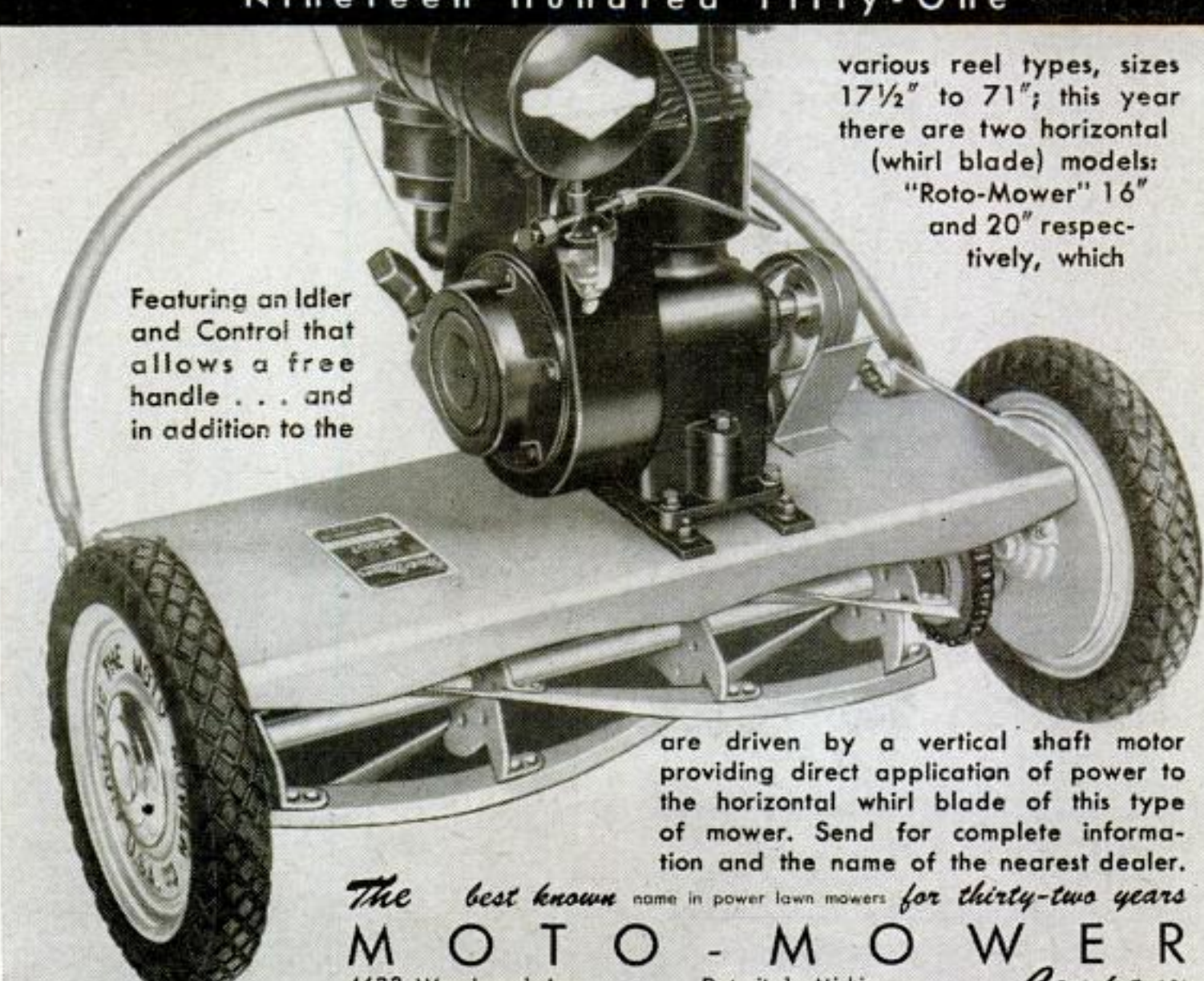
Burma-Shave
NO BRUSH · NO LATHER



Burma-Shave
BURMA-SHAVE

IN TUBE OR JAR AT ALL DRUG COUNTERS

Announcing
"MOTO-MOWER"
I N C L U D I N G
first
fundamental improvement
in Power Lawn Mowing
now available on
NEW MODELS
Nineteen Hundred Fifty-One

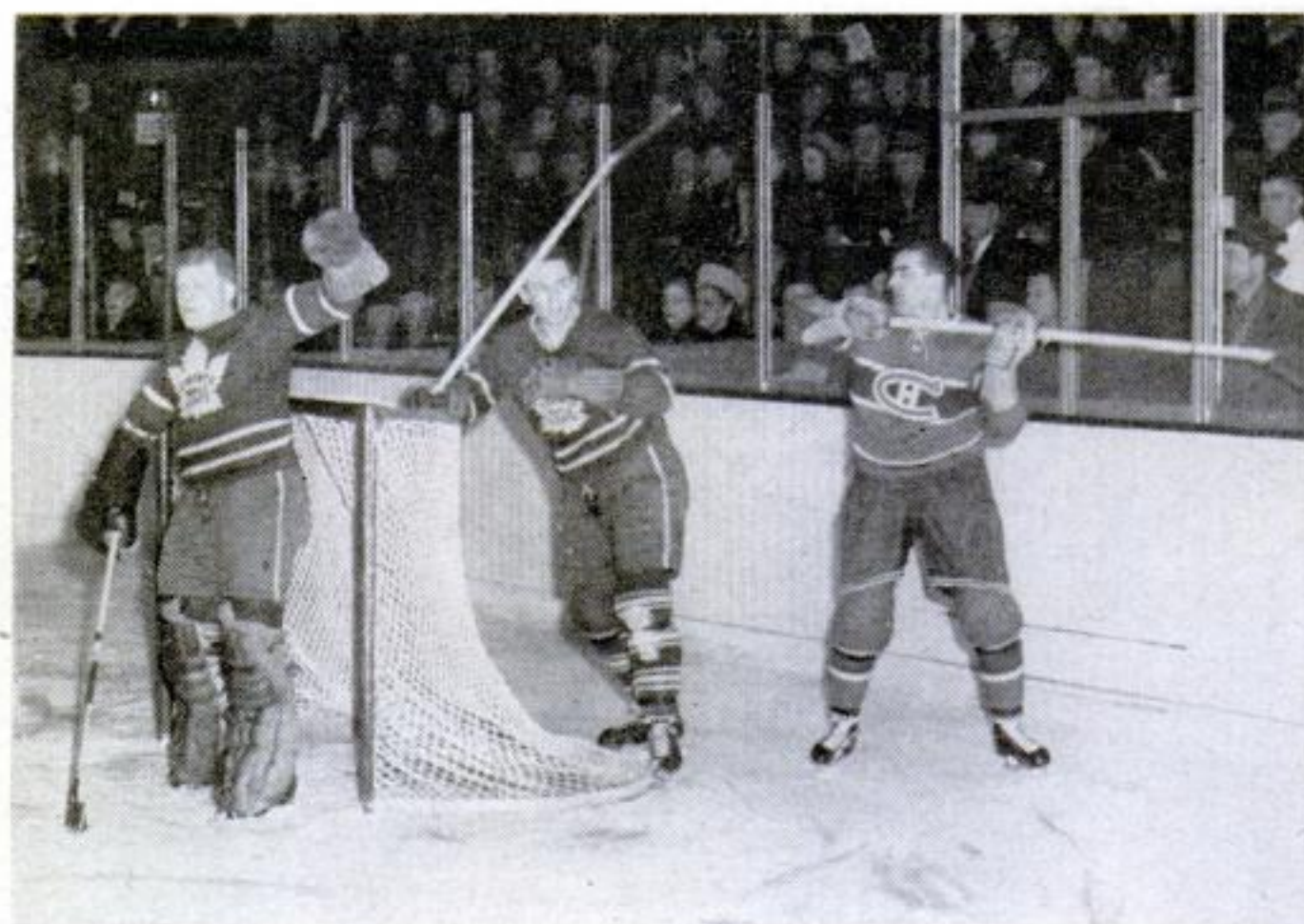


Featuring an Idler and Control that allows a free handle . . . and in addition to the

various reel types, sizes 17½" to 71"; this year there are two horizontal (whirl blade) models: "Roto-Mower" 16" and 20" respectively, which

are driven by a vertical shaft motor providing direct application of power to the horizontal whirl blade of this type of mower. Send for complete information and the name of the nearest dealer.

The best known name in power lawn mowers for thirty-two years
MOTO-MOWER
4622 Woodward Ave. Detroit 1, Michigan Company



HOCKEY'S STRONG MAN is Maurice Richard of the Montreal Canadiens (right), whom Smythe has tried to buy. Here Richard appears about to clobber Toronto's Gus Mortson but, he explained, "I was trying to get my stick away."

PUCK'S BAD BOY CONTINUED

Though he loved to needle the Rangers and Canadiens, the man he saved his sharpest harpoons for was Art Ross, manager of the Boston Bruins. In self-defense Ross finally stationed two longshoremen to stand guard over Smythe when the Leafs were playing in Boston. Every time he got up from his seat, four heavy hands pushed him back into it. But in 1940, with the Boston Bruins playing badly, Smythe ran the following signed advertisement in a Boston paper: "If you're tired of seeing the kind of hockey the Boston Bruins are playing, come to the Garden tonight and see a real hockey club, the Toronto Maple Leafs." The Boston players read it and went out and licked the Leafs in overtime. Art Ross read it and demanded that Smythe be fined \$1,000. "Can you imagine that?" cried Smythe.

"I put money in their pockets and they want to fine me for it."

During the war, with Smythe away, the Maple Leafs were just as guilty of "grab-and-hold" and the "ganging act" as anybody else. The first time Smythe saw this was after he got back. "How long has this been going on?" he asked. It was the latest thing, he was told. Smythe still didn't like it.

There was one player left in the league, he felt, who stood out as an individual, and that player was Maurice Richard of the Montreal Canadiens. The first time that Smythe saw him play, Richard (pronounced Reeshard) practically carried two men on his back as he charged in with the puck, pulled the goalie out of position and scored. "A home-run hitter,"



POTENTIAL SUPERSTAR is Leaf's 19-year-old Dan Lewicki.

breathed Smythe reverently. He offered the Canadiens the fantastic sum of \$50,000 for Richard. When that was turned down he tilted it to \$100,000. When that brought no response there was only one thing for him to do—go out and find some new superstars.

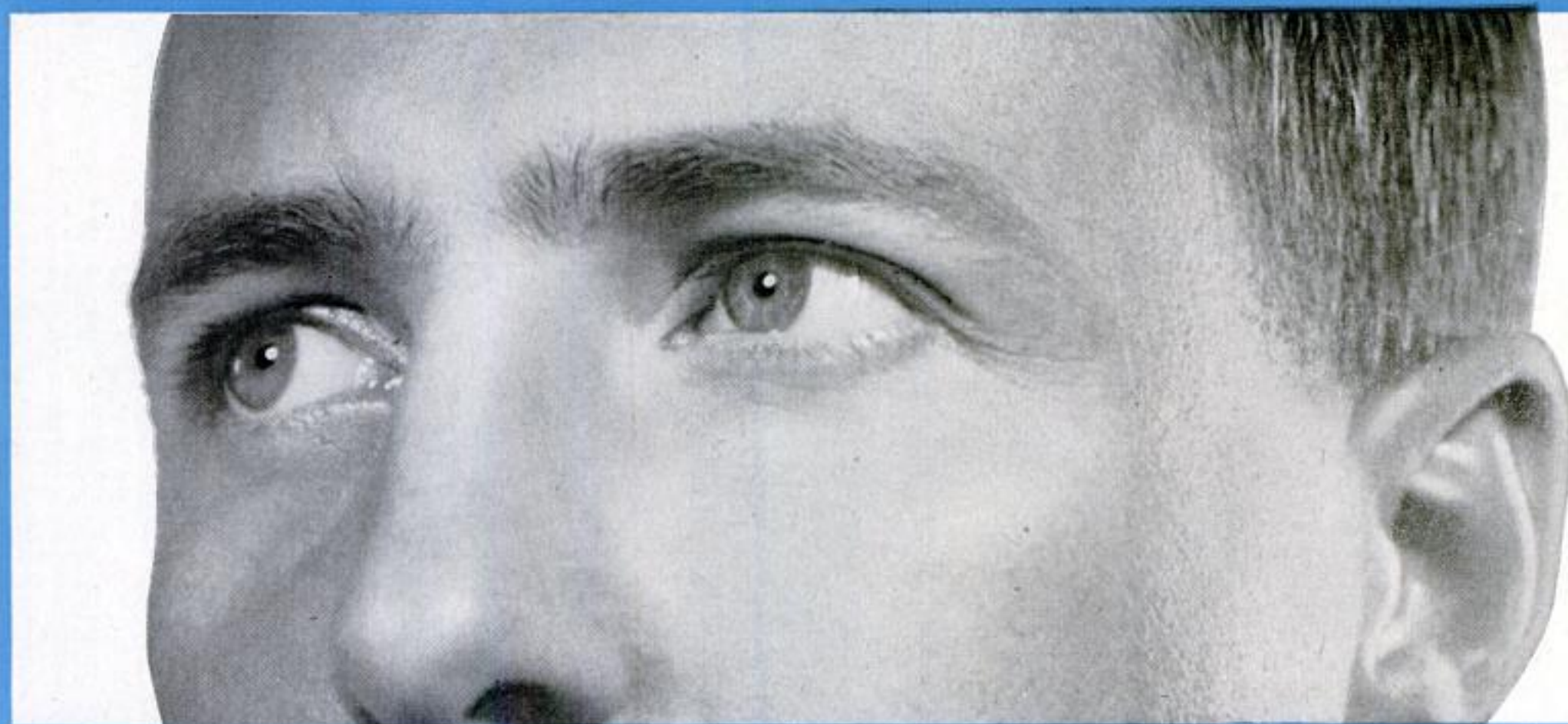
The entire Maple Leaf organization, from chief scout to office boy, vibrated like a jalopy as the man hunt was put into motion. Smythe and his emissaries tracked down every tip and clue. It took them to places like Regina, Saskatoon, Vancouver and Thunder Bay. The province of Ontario alone has more than 75 indoor rinks, each with its quota of kids to survey. So far they have found only one who can be made as colorful as the old boys were; he is Danny Lewicki, a 19-year-old ex-bricklayer who jumped straight from the junior amateurs into the big leagues. A sturdy lad of Ukrainian descent, Lewicki can do everything—break to left or right, skate, shoot, backcheck or bounce a man off the boards if need be. Smythe is already at work giving Lewicki the second thing a colorful hockey star needs: the build-up.

To find Lewicki and some lesser stars, and to train them the way Smythe wants them trained, the boss drives his help hard. Said Charlie Conacher, one of his great players, "When I quit hockey I'd like to travel, and I'd like to take Conn Smythe along as companion and valet. I'd show him how to be a real Simon Legree."

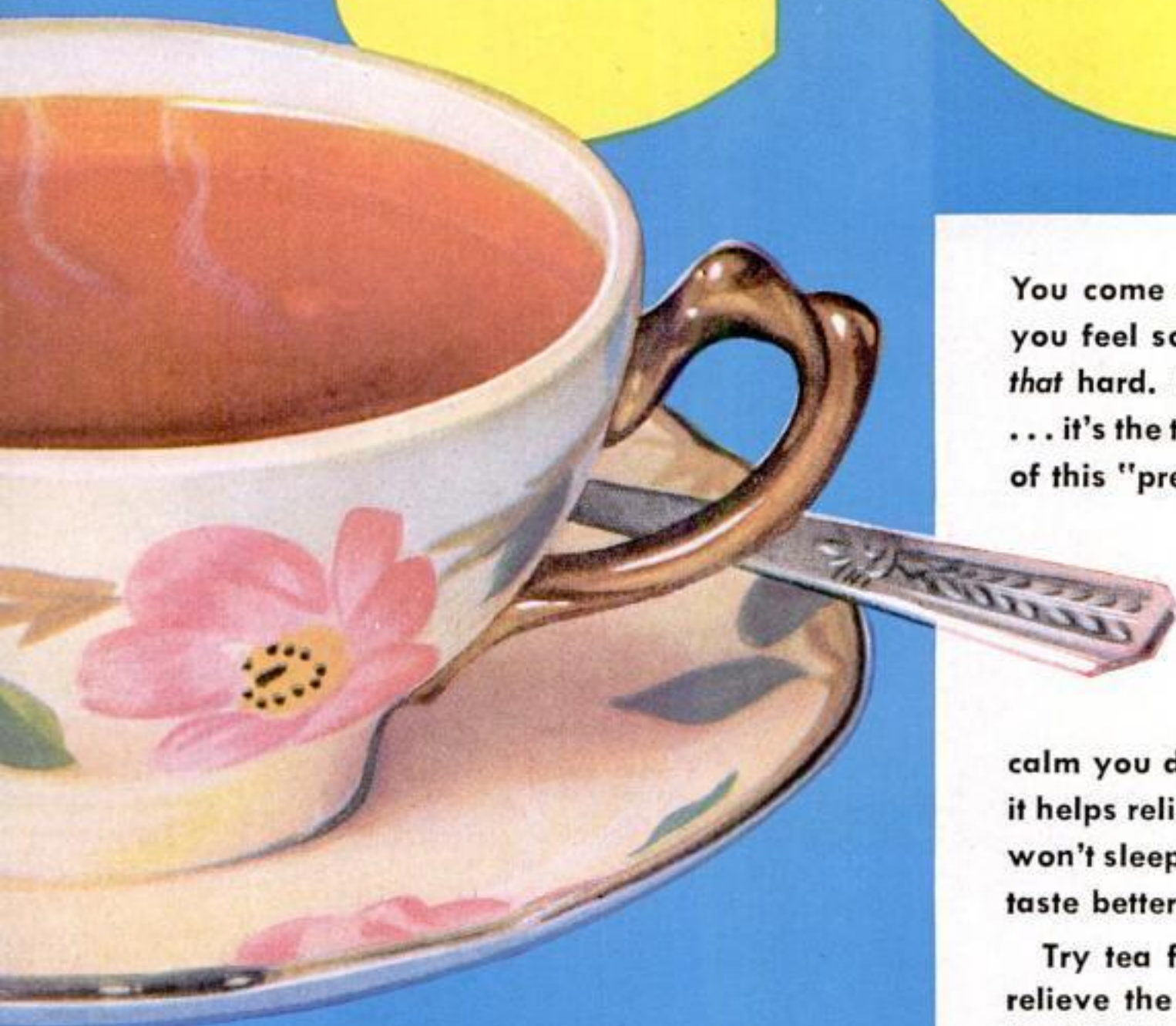
CONTINUED ON PAGE 91

You can help yourself get out from "UNDER PRESSURE"

for dinner
ask for



tea



IT'S FUN TO EAT OUT. When the waiter asks "What will you have to drink?" say "Tea." Restaurants and hotels today pride themselves on the way they brew it.

You come slowly up the walk and wonder why you feel so tired again tonight. Your day wasn't that hard. It's not the work that's got you down . . . it's the tension. The hurry and worry and strain of this "pressure" age.

You can't get away from it. But you can help take that pressure off—by simply asking your wife to give you tea for dinner. Simple, yes. But haven't you noticed how tea helps calm you down instead of keying you up? How it helps relieve your mind of any thought that you won't sleep? How its clean dry taste makes foods taste better?

Try tea for seven days. See if it doesn't help relieve the pressure of your day and make you feel better.

And isn't it good to know that tea costs less than any other beverage your wife can serve.

Aside to wives: TO MAKE GOOD TEA . . . THE STEPS ARE THREE

1



*Have the water
for your tea
Boiling, boiling
merrily!*

2



*Tea bag or teaspoon,
it matters not—
One for each cup
and one for the pot.*

3



*Don't skimp the
time in which you
brew it,
Three minutes or
more, no less will
do it!*

P.S. For iced tea, use half again
as much tea, and plenty of ice.

Capture the essence of Spring



Spangle



Shoes Shown: Pair — Rhyme... Singles — Richlieu (above), Rinsetta (below)



Gleam

Wavette

Dignity

with

Vitality SHOES

All the loveliness of Spring is captured in Vitality's wonderful array of exciting new styles...meticulously fashioned to give you recognized quality in every detail.

Vitality believes in maintaining highest standards in craftsmanship and materials. Yes, Vitality continues to define "traditional quality" in actual performance!

For you, this means more dollar-for-dollar wear in Vitality footwear!

See the lovely Spring colors, butter-soft leathers, smart styles today! Vitality give your foot the captivating beauty you crave, the carefree comfort you demand. For your Vitality dealer's name, write us... today!

VITALITY SHOES and Vitality Wanderlust Shoes • Complete Range of Sizes and Widths

Spangle

Lush and lovely companion to your tweeds

Rhyme

Stunningly styled for gay parties, teas, dancing.

Richlieu

Smartly tailored, perfect complement for daytime wear.

Rinsetta

Softly flattering, wonderfully comfortable.

Dignity Rich, soft as butter calf for tailored flattery.

Gleam

Firm, supple pump for that dressy Spring touch.

Wavette

Your favorite day-long escort for spectator sportswear.

VITALITY SHOE COMPANY, DIVISION OF INTERNATIONAL SHOE COMPANY, ST. LOUIS 3, MO.

Inside his office on the second floor of Maple Leaf Gardens, Smythe is as efficient as he is flamboyant outside it. The attitude of every employe in the building is governed each morning by one question: "Is he in yet?" If the answer is yes, it is the signal to look busy. But there are times when a look of great serenity comes over Smythe. He goes into his "meditation room" just off his office. Here, in a little den equipped with plush couch and soft pillows, he communes. That's the time his help really watch out. After a week of meditation in 1947 he traded five players to the Chicago Black Hawks for Max Bentley, a center. "I'll give five ordinary players for one good one any time," says Smythe. "You can always buy ordinary players." Max Bentley helped him win the Stanley Cup that season, and Chicago finished dead last.

Wherever he is, Smythe's brain is continually buzzing with ideas, and his pockets bulge with memos to himself in handwriting even he can seldom decipher. Last season his Leafs were bogged down in one of the worst slumps in their history. He finally hit upon the reason, or at least a good excuse for one: his goalie, Turk Broda, was 13 pounds overweight. No Hollywood press agent ever made so much out of so little. With great fanfare Turk was slapped on the bench and a substitute goalie brought up from Toronto's Pittsburgh farm club. Two other regulars, Harry Watson and Vic Lynn, got orders to melt off excess lard. But Broda was the big story. Canadian newspapers reported his dieting as enthusiastically as the birth of a royal baby. After missing only one game, the Turk went back into the nets to the greatest ovation ever given an athlete in Maple Leaf Gardens. Morale soared, and the Leafs went through their next 19 games with only two defeats.

Because the cold cuts into his gimpy leg like a knife, Smythe usually shows up at hockey games wearing fur-lined flyer's boots and suit. During the worst of the winter he retreats to Palm Beach and runs his hockey club by remote control. He flies back for important games and between times runs up a \$600-a-month telephone bill. Beneath his brash front Conn Smythe is the shrewdest and most calculating hockey owner in the business. He insists that charts be kept on about everything except how many times a player sneezes during a game. No other pro hockey club in the league takes movies of every game, but Smythe's does. Next to a nonchalant hockey player, the one thing he cannot bear is cigaret smoke. No smoking is allowed during games in Maple Leaf Gardens. Nor will Smythe allow smoking in railroad cars in which the Leafs travel. "The President of the U.S. might stroll through," he says. "I don't want anyone to think that hockey players are a bunch of bums. The way it is now, we have the cleanest, most orderly car of any train we travel on." These methods pay off. The Maple Leafs' record, six Stanley Cup championships, has never been equaled.

That would be one answer, if Smythe ever bothered to use it, to the competitors who call him a "braying jackass who likes to hear the sound of his own voice." Instead Conn Smythe prefers to repeat once again in his rasping voice, "They're trying to take the color out of hockey. We're trying to put it back." That, in view of slumping gate receipts, might turn out in the long run to be the most important answer of all.



MAPLE LEAF TRIUMPHS bring spirited players over the boards at high moments—here after 1948 Stanley Cup victory. Smythe works team up to a peak like this for play-offs, has them about three-quarters ready this week.

LOOK OUT

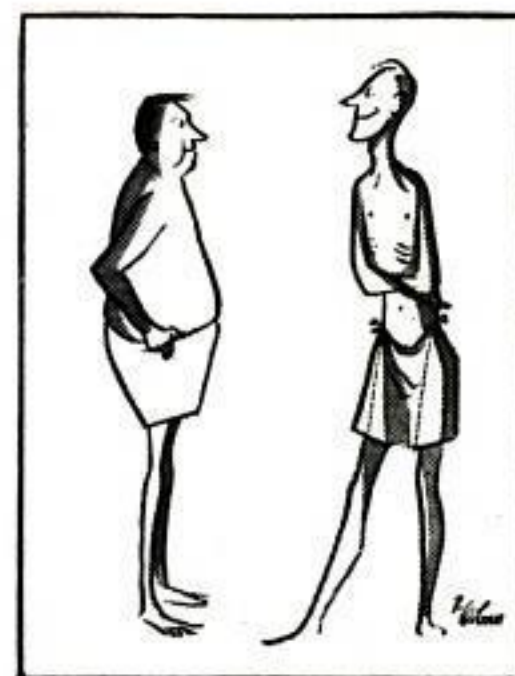
it's

THE THING

from Another World!

HOWARD HAWKS' *Sensational* MOVIE!

R K O
RADIO
THEATRE



The figure of the ordinary man is not, let's face it, heroic. Look around in the locker room. Lots of flab. Plenty of skin and bone. Very few Apollos. Watch these same men put on their clothes and observe the transformation. The bay window is hidden. The hollow back is gone. The

drooping shoulders disappear. Such is the function of good tailoring. It brings out the best in a man!

For example, consider the chap (shown on another page of this issue) who is making his exit from a revolving door and attracting so much attention. Whether his Hart Schaffner & Marx suit covers a classic torso or not is irrelevant. Thanks to a good fabric (in this case a Palette Tone Diagonal) he is clearly a man of taste. The perfect fit is a mark of a gentleman.

And if you, too, want to face the world looking your best, we suggest that the Trumpeter® label in your clothes will do more for your appearance than all the setting-up exercises ever invented.

Most make-ups shout: "Made-up!"—
Magic Touch whispers: "Natural beauty"

Replace that heavy
"made-up" look with
natural-looking
loveliness by using
Magic Touch.
No puff, no sponge.



43c and 1.00—6 magic shades
...a CAMPANA product

Magic Touch is NEW ... a tinted cream
make-up so sheer your skin glows
through! ... yet it hides each tiny
blemish while it smooths and softens
and adds glorious color ... Apply with
fingertips (with or without powder)—
so quick, so easy, so naturally lovely!



EXCLUSIVELY



The "MIRACLE SUITS"
FOR SPRING



WATER REPELLENT



SPOT RESISTANT



Northcool rayon gabardine
tusome. 4 to 12. \$18.95 Northcool rayon fancy eton.
3 to 8. \$13.95

Splash! Splatter!—with Northcool it doesn't matter! From ice cream
stains to orange juice splashes, spots roll right off. Chips remark-
able suits shed water, resist wrinkles. They're air-conditioned too!

At Fine Stores Everywhere

A note brings you a folder on Chips New Miracle Suit: Dept. C
WM. SCHWARTZ & CO., INC. 1107 Broadway, New York, N. Y.
Lehigh Ave. at 22nd St., Phila., Pa. Bantam Togs: Canadian Licensee



SUPPORTED BY THEIR FLAPPING WINGS, PEACOCKS CLAW EACH OTHER

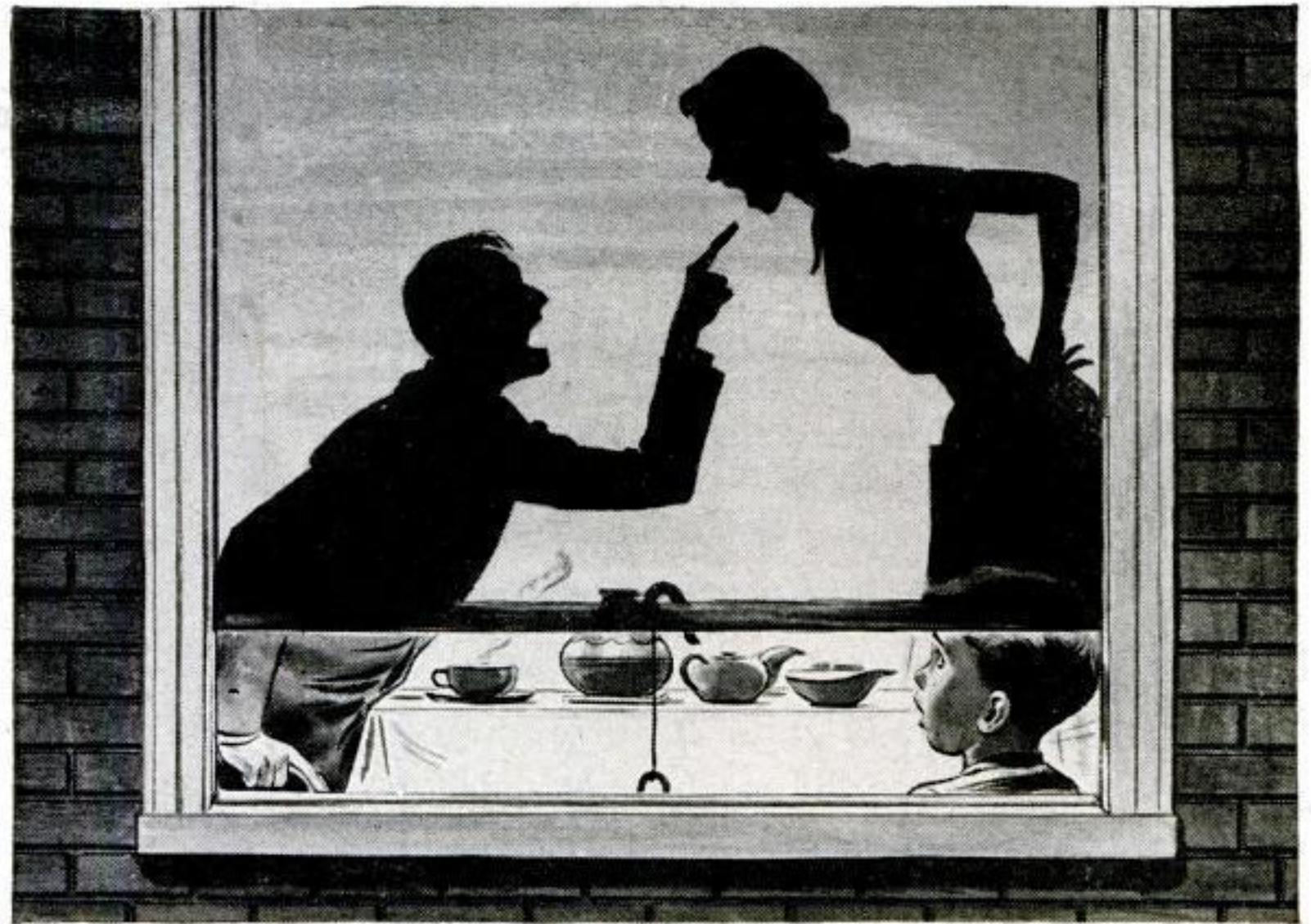
FIGHTING PEACOCKS

A German park becomes a battlefield to decide
which bird will strut on which piece of land



WITH FLAILING FEET, APPEAR TO BE STANDING ON THEIR LONG TAILS

When warm days begin to come to the 60-acre *Tierpark* in Hamburg, Germany, the zoo's eight peacocks have a difficult time deciding where they are going to show off. Each chooses a special area where he struts back and forth, displaying his plumage to attract the peahens. This picture shows what happens when two peacocks choose the same area. Croaking and screaming, they fly into the air, striking awkwardly at each other's neck and sometimes seeming to rest on their tails. These two weary but unharmed birds retired to rest after a half-hour struggle with neither having gained clear title to the choice piece of land.



Is coffee half the battle?



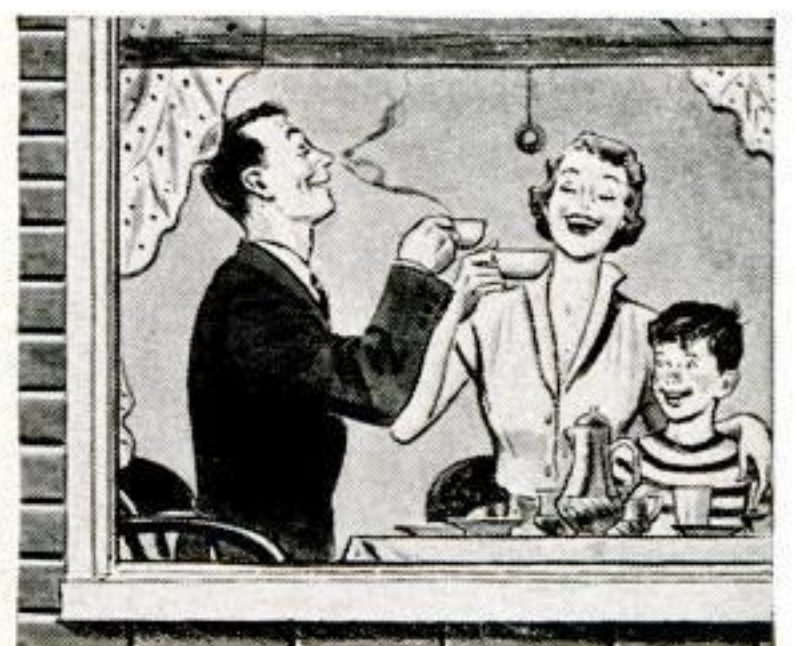
1. When folks flare up, it's often because they're losing out on precious sleep. As a result, they're tense . . . irritable . . . jumpy!



2. And often back of men's and women's sleeplessness is the caffeine in the coffee they drink. Sleep-stealing, nerve-jangling caffeine!



3. Does the answer lie in cutting down on coffee—or maybe giving this favorite beverage up entirely? Or is there a better way out?



4. There is a wonderful "out"! There's delicious Sanka Coffee—real coffee, rich, full-bodied—with only the upsetting caffeine removed!



5. No more sleepless nights! No more jittery days! With 97% caffeine-free, 100% delicious Sanka you can drink coffee to your heart's content. Remember—sweet dreams and sweet dispositions call for Sanka!

Sanka Coffee

Real coffee with the worry taken out
Drink it and sleep!



**NEW
IMPROVED
FLAVOR
AND NEW
ECONOMY!**

Products of General Foods

Darling, your figure should never be taxed

Latest returns show Warner's Sta-Up-Top tops them all for comfort—with interest!

More women come back for more Sta-Up-Top girdles than for any other girdles in the world. They wear them once and love them forever!

Waistband news for waistbind blues! This Spring's narrow-as-an-arrow look begins with a little middle. So begin with Warner's Sta-Up-Top, the girdle topped with Warner's patented lazy-stretch, elastic waistband. It *minds* but never *binds* your waist . . . smooths away the slightest hint of a tummy tire.

✱ **WARNER'S STA-UP-TOP**
never rolls over • always stays up

✱ **The loveliest stories begin in the middle!**

The flattest, most pliable little bones you *never* noticed are tucked away in hidden pockets of the soft band. That's why Sta-Up-Top *always stays up . . . never rolls over.*

For the comfiest fit this side of heaven, look for the label that says Warner's Sta-Up-Top. Priced to please a MacTavish or a Miss Lavish. From \$5 to \$27.50 at the nicest stores. Match it with a beautiful Warner's bra. From \$1.50 to \$10.



Choose yours in your very own 3-Way-Sizes

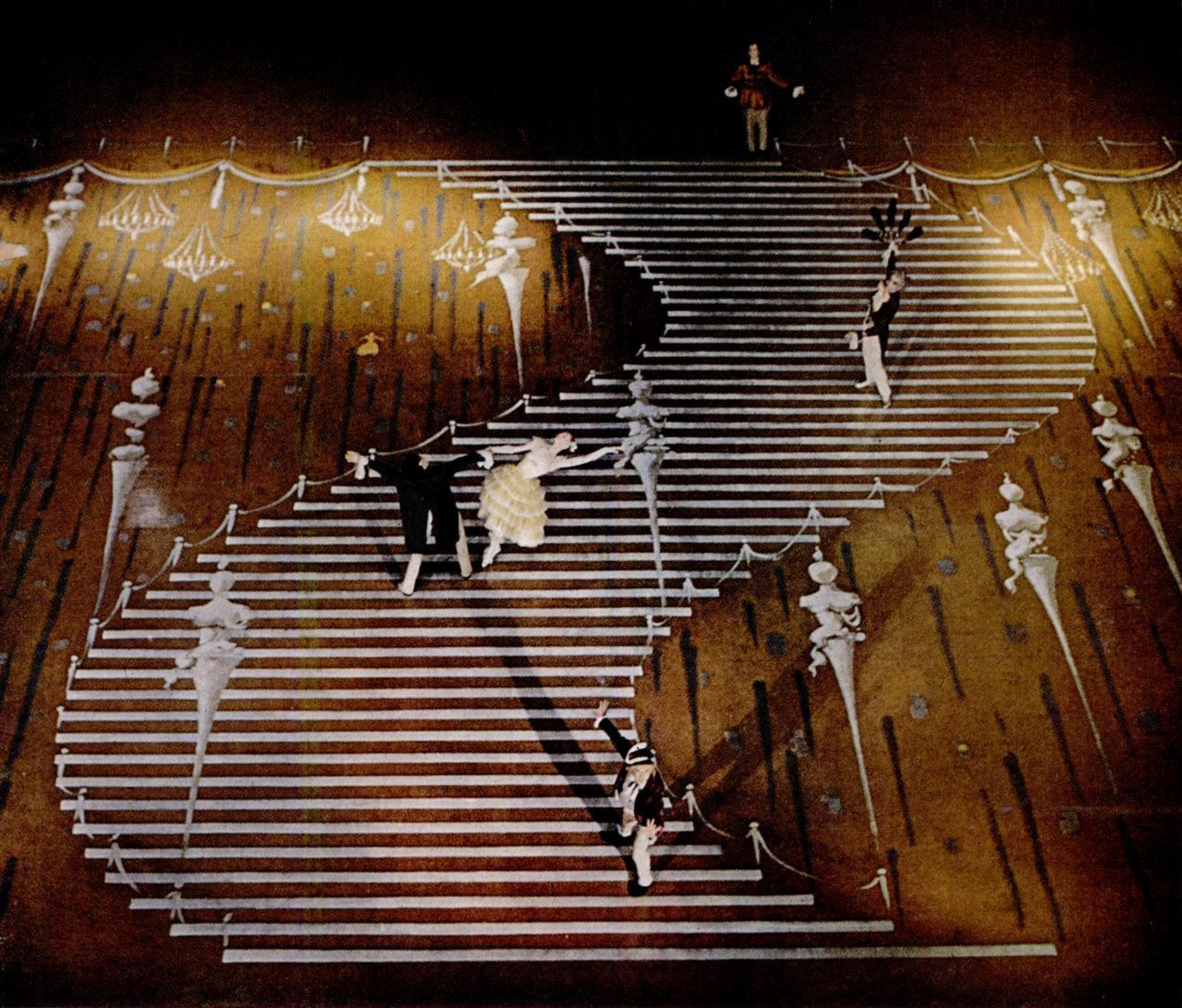
WARNER'S
3-Way-Sized
Foundations and Bras

WORLD FAMOUS FOR LE CANT* • A'LURE*
WARNERETTE* • STA-UP-TOP* • FREE-LIFT*
*Reg. U. S. Pat. Off., The Warner Brothers Co.,
New York 16 • Chicago 6 • San Francisco 8

Your length . . . short, medium, long or extra long. No *too-long* girdles that ride up or *too-short* girdles that pull runs.

Your hip-size . . . straight, average or full. No *too-wide* girdles that wrinkle or *too-small* girdles that bind.

Your control . . . whether you like the soft-knits or those designed to discipline. Sta-Up-Top girdles come in 100 or more styles and sizes. With 2- or 3-inch waistbands. Nylon or not.



DANCING DOLL (Moirá Shearer) waltzes with Hoffmann on carpet painted to look like a staircase.

Tales of Hoffmann

OPERA APPEARS IN BRILLIANT COLOR MOVIE

British Film Makers Michael Powell and Emeric Pressburger have a limitless taste for richly colored fantasy. They proved it a few years back in *The Red Shoes* (LIFE, Mar. 8, 1948) and incidentally proved that a movie on a high-brow theme like ballet could rake in good money—\$3.5 million in the U.S. alone so far. Now they have tackled a new problem: how to make a genuine movie out of an opera, Offenbach's *Tales of Hoffmann*. It was directed by Sir Thomas Beecham with the best operatic voices available. Then the actors were called in, mimed their action to fit the sound track.

The opera tells of its hero's successive loves for a dancer, for a doll, for a courtesan who steals his soul in a mirror and for a consumptive who

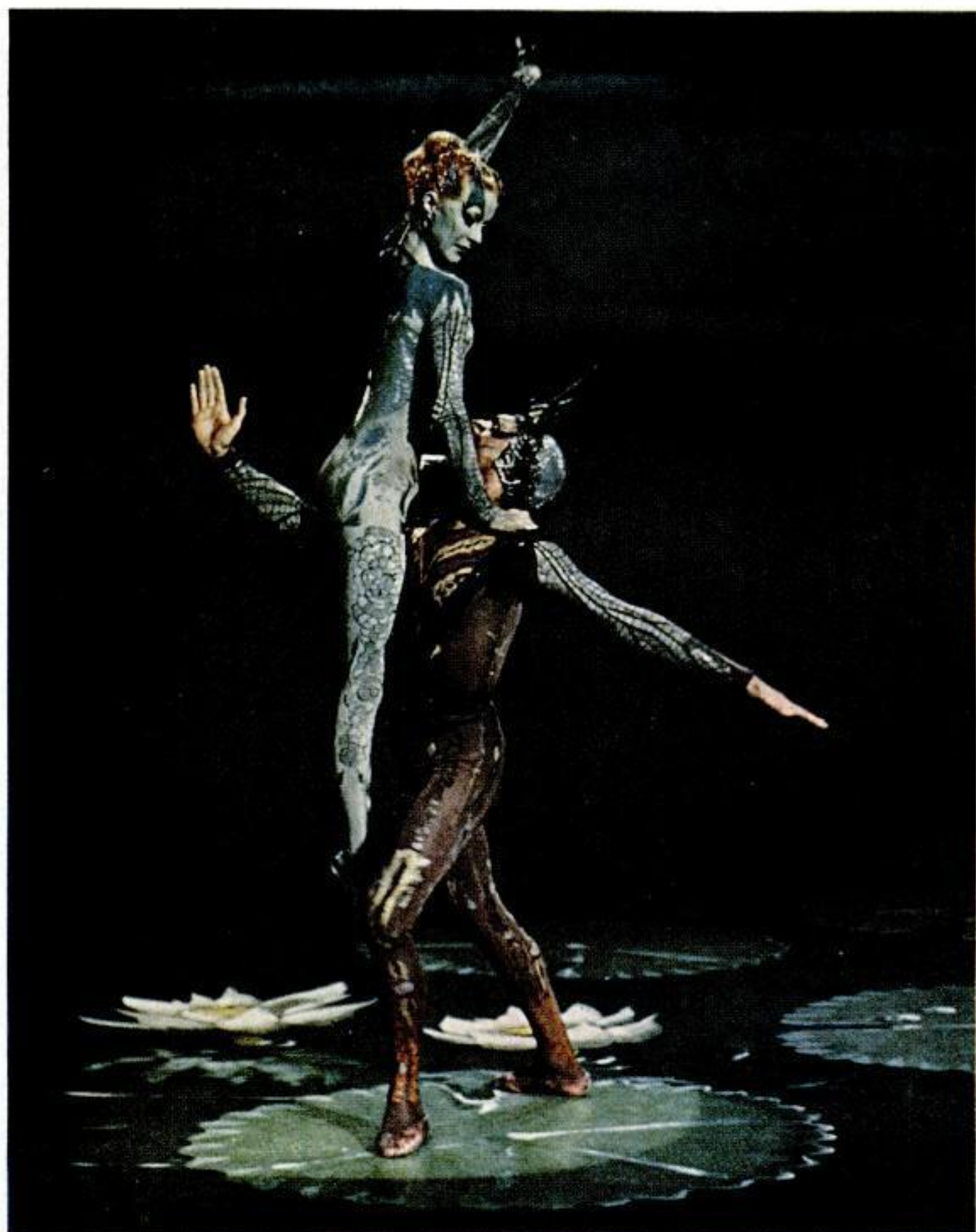
dies of too much singing. With baroque subjects like these Production Designer Hein Heckroth, who also did *The Red Shoes*, had a field day. He scoffed at the idea of using big theatrical sets: "Everybody thinks we used big complicated machinery, but actually we were very childish and had a lot of fun." He used a swinging bed, yellow muslin walls and Cellophane chandeliers to give the doll Olympia a circular bedroom with a look of rich frivolity. He had landscapes of Venice painted on top of a couple of inches of water to give the effect of shimmering reflections in close-ups of the gliding gondola shown on the next pages. With a profusion of such simple, cheap devices the whole film was filled with an air of unworldly extravagance.



DOLL'S HEAD lies on floor among heap of broken springs, when the puppet maker has destroyed her.

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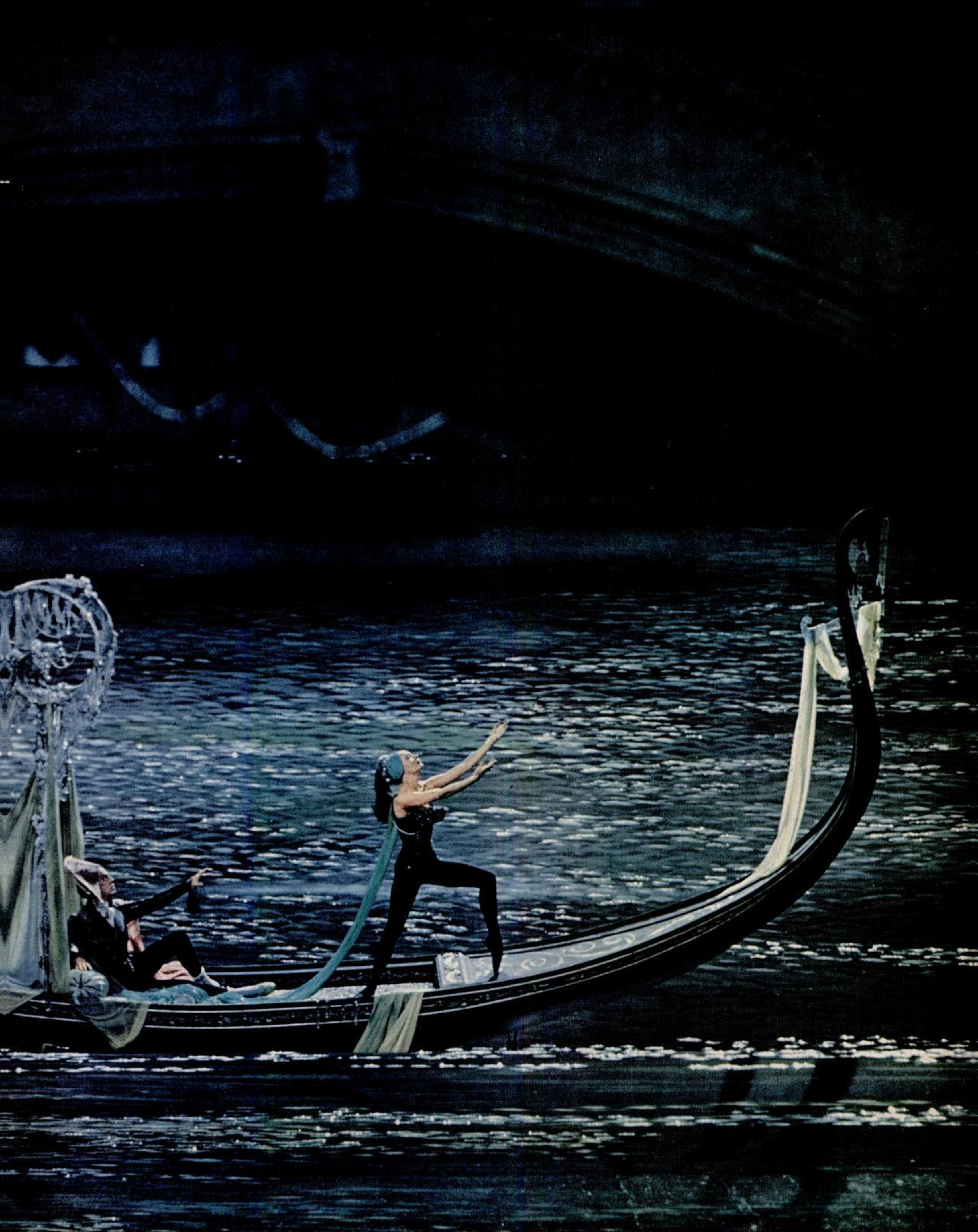


DRAGONFLY BALLET in the prologue introduces Hoffmann's love, a dancer named Stella. In the original opera Stella is a singer, but role was changed to fit Moira Shearer.



KLEINZACK BALLET is performed by the figures on beer mugs and tavern walls who come to life as Hoffmann sings sad story of Kleinzack, a hunchback at a medieval court.





THE BARCAROLLE, the opera's most famous song, is sung as Giulietta, a Venetian courtesan, goes gliding over the canals in a gondola with her magician

lover. The spacious water effects were achieved economically by using sheets of painted gauze held diagonally to the track through which the gondola was drawn.

She wears the cleanest clothes
in town

... her mother swears by *TIDE*!

She wears the cleanest clothes in town—
So does her little brother.
Their clothes are always washed with *TIDE*—
They've got a clever mother!



Tide GETS CLOTHES CLEANER
THAN ANY SOAP!



P.S. PREFER TO SKIP RINSING?

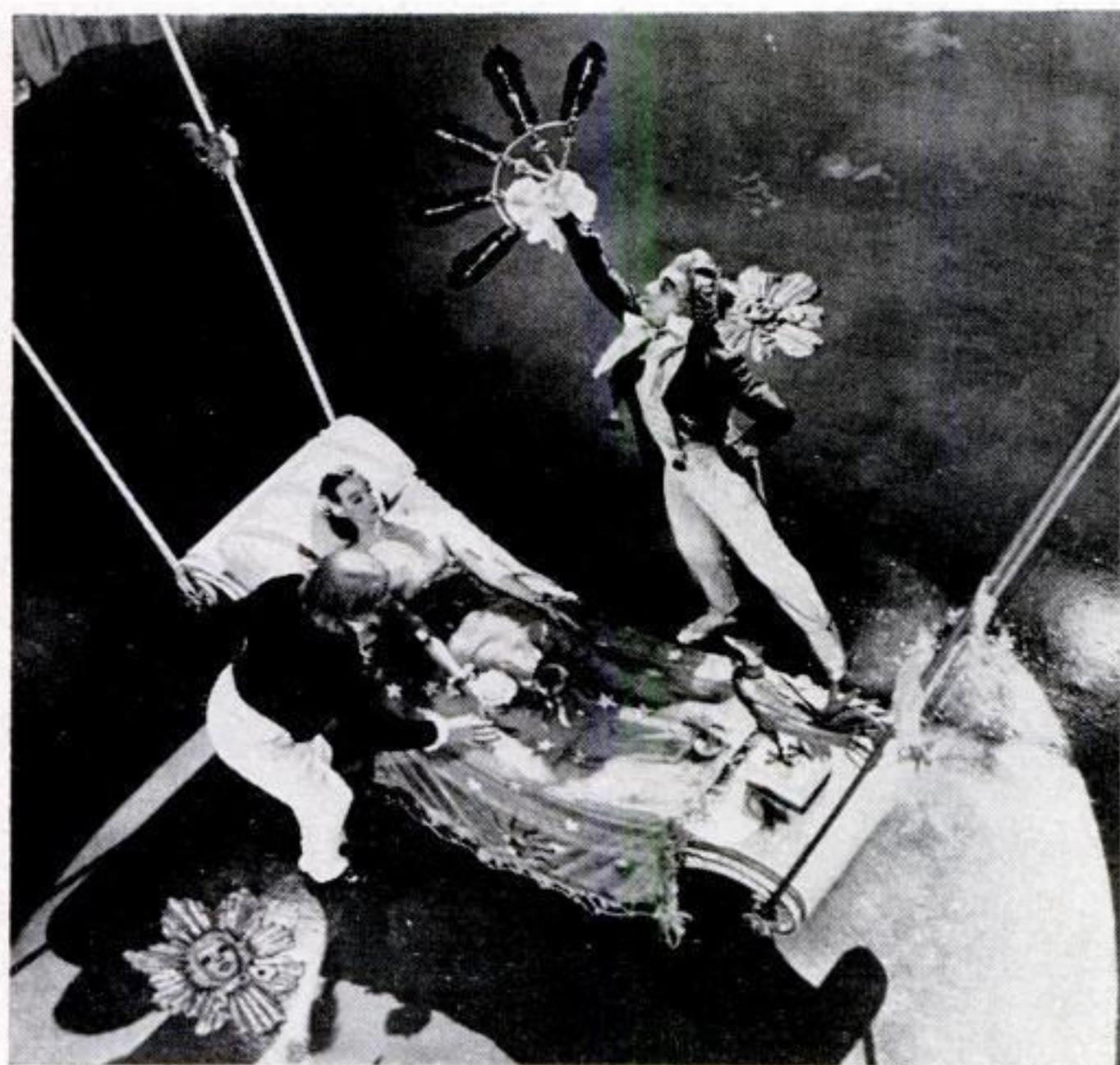
With Tide you can skip the rinsing, and save all that time and work. Just wash, wring out, hang up. Tide will give you the cleanest possible no-rinse wash!

YES, Tide WASHES CLEANER

... cleaner than any other washing product sold throughout America! And we do mean *any* other—old or new! Just try Tide in your washing machine. Wring out your clothes, rinse them, and, lady, you'll hang up a *cleaner* wash than you'll get with *any* soap—or any other washing product sold from coast to coast! You'll get the *cleanest* wash in town!

NOT ONLY CLEANER—WHITER, TOO! Yes, Ma'am! In *hardest* water, Tide will wash your shirts, sheets, curtains *whiter* than any soap you can name! They'll be so *shining* white ... so *radiantly clean*, you'll never want to trust them to anything else but Tide!

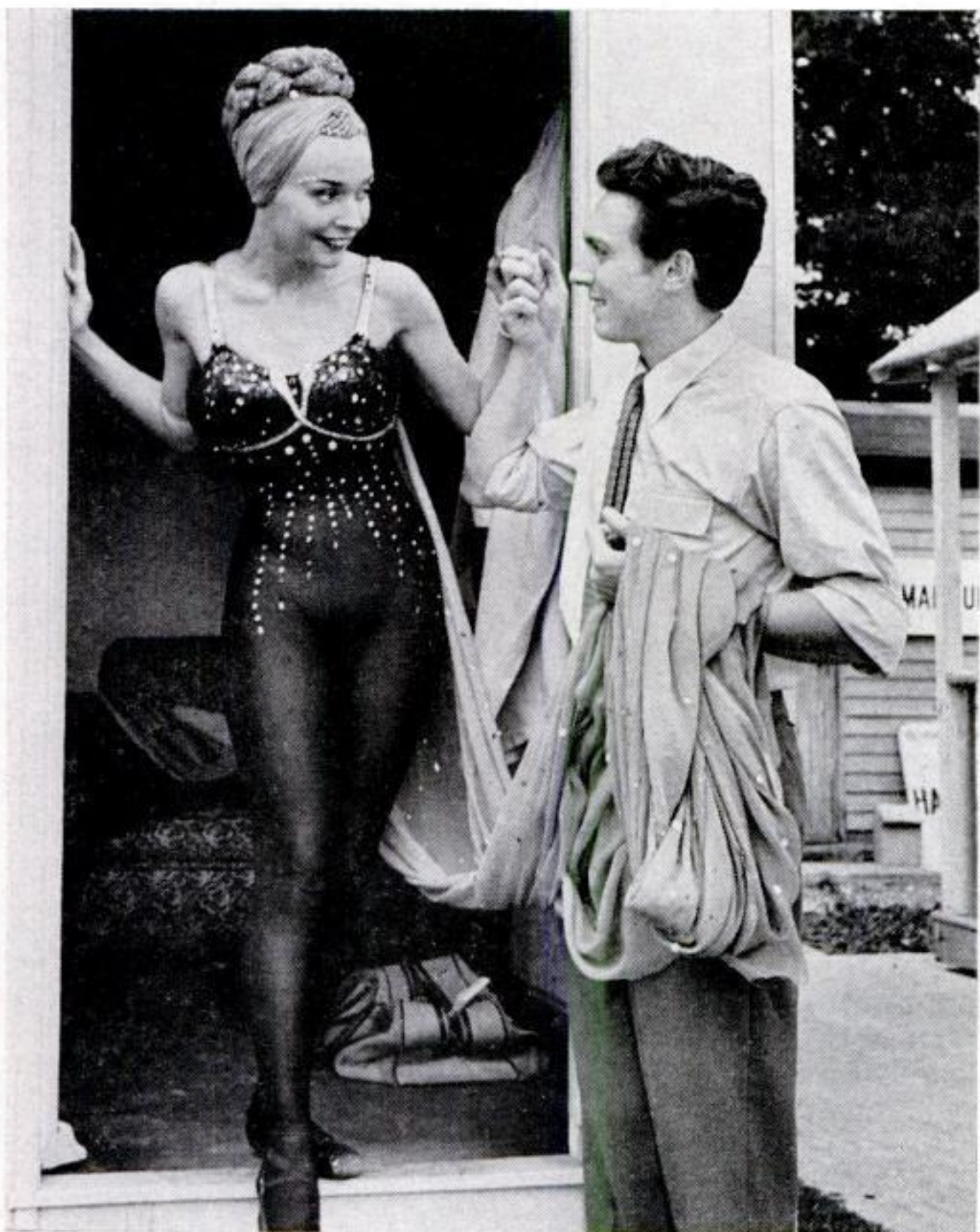
AND BRIGHTER! Just wait till you see how your wash prints *glow* after a Tide wash! The colors look so crisp and fresh ... the fabric feels so soft ... irons so *beautifully*, you'll say there's nothing like Tide! And there *isn't*! Get Tide today—and hang the cleanest wash in town on *your* line!



MOIRA SHEARER AS DOLL, OLYMPIA, LOLS ON SWINGING BED

MOVIE INVADES THE MET

The world premiere of *Tales of Hoffmann* will make a kind of musical history. On April 1 the movie will be shown at the Metropolitan Opera House in New York, the first time any full-length film has been shown in that plush place. At the opening, a one-night showing for the benefit of the American Red Cross, a movie projection booth will be installed in the grand tier, and tickets will sell from \$25 apiece (diamond horse-shoe) to \$1.50 (family circle). In its operatic form *Tales of Hoffmann* has been sung many times at the Met, so the regular customers do not feel the movie constitutes a too-serious desecration of Euterpe's temple. For moviegoers who like to sip or nibble there will be no popcorn or pop, but the opera bar will provide hors d'oeuvres and champagne.



BALLERINA TCHERINA, who plays the girl balancing on a gondola (previous page), is helped from her dressing room during the filming of *Hoffmann*.

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America's most wanted gaberdine...
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Handsome as this
The RALEIGH, antique bridle tan.



Geo. E. Keith Company, Brockton 63, Mass.





AT LANVIN'S, workers with piles of sequins rush to build up a pattern on a heavily embroidered gown.

A Hectic Week of Paris Showings

BUSY U.S. BUYERS CROWD THE SPRING COLLECTIONS

PHOTOGRAPHED FOR LIFE BY
N. R. FARBMAN AND GORDON PARKS

Last month, with their familiar flourish, the great French fashion houses summoned the key members of their world to Paris and prepared to show them what they thought women should be wearing this spring and summer. All through the winter each couturier had been working feverishly to create new designs—and in deepest secrecy. A new hemline was as carefully guarded in Paris as a barrel of plutonium in the U.S. Then, one by one, the houses put their collections on display. This year the showings got started a little later than usual and, on top of this, two of the biggest houses, Dior and Balenciaga did not show their collections until the last few days. The 100 U.S. buyers and 450 members of the world press were unwilling to commit themselves until they had seen the works. So for one wild week, from morning till night, buyers, reporters, photographers, designers and models scurried back and forth from showing to showing and dress to dress in what rapidly became a high-fashion rat race. The buyers were careful to take no chances; to gain admission to the showings they were required to guarantee a certain amount of business (350,000 francs—\$1,000—at Dior, 100,000 at Fath and Balmain). And the press had deadlines to meet. Under the fashion world's rules, pictures of the new designs could be shown to the general public on the 1st of March.

To the disappointment of an adventuresome few, but the relief of most of the trade which did not want to cope with anything revolutionary, this showing would not, like the "new look" explosion of 1947, tend to make present wardrobes obsolete. The new trend, if anything, was conservative. Balenciaga had a new shoulder which intrigued the press and bothered the manufacturers. Dior had become preoccupied with "ovals" (*opposite page*) but had happily retained his interest in the outline of the female form. Silhouettes were little changed. Skirts were the same length though made with many variations. And prices were way up—25% over 1950.

The biggest change was in the atmosphere. In spite of the high prices (\$400 to \$700 a dress) business was good. The stately houses, which once preferred to cater to exclusive stores and private clients, were taking increasing interest in the buyers for lower-priced stores. In the increasingly democratic land of *haute couture* last month, there were parties, gadgets and press agents (pp. 106-107), and at the Dessès showing ex-King Peter of Yugoslavia moved to make room for Mr. Nemerov of Russeks.



AT DIOR, one of the most important showings, the buyers and press pack hall, overflow up the staircase.



← TWO DIOR DRESSES illustrate his 1951 theory pointing up "oval of face, oval of bust, oval of hips."

AT FATH, showroom takes on bargain-basement look as anxious buyers paw over skirt of a \$500 dress.

CONTINUED ON NEXT PAGE

101

EDITOR HAS TO DO QUICK CHANGE ACT



AT BALENCIAGA, Bettina arrived at 9:15 a.m. to select clothes, wearing a Balenciaga suit. Back seat of her hired car holds spare coats and hats which were originally bought from other houses she will visit.



AT SCHIAPARELLI, where she arrived at 10:15 for opening, she wore a short Schiaparelli coat over her Balenciaga basic suit. Here she greets Buyer Jessica Daubé of Bergdorf-Goodman before finding her seat.



DURING SHOW at Schiaparelli Bettina sat next to Editor Carmel Snow of rival *Harper's Bazaar*. Crowded room became so hot she took off Schiap coat. In afternoon—after conference with artist, call to office and another change of clothes—she came to Dior show



IN STUDIO at night shoeless Bettina poses models, in pale pleated shantung Fath dresses. The resulting color picture was rushed into *Vogue's* March 1 issue.

BETTINA'S BUSY DAY

The need to meet deadlines was hardest on fashion editors from the U.S., France and England, who had to fight the clock, the buyers and each other to get their pictures. The busiest woman in Paris during the showings was Bettina Ballard, *Vogue's* fashion editor, who had the shortest deadline. Laboring as much as 18 hours a day, Bettina displayed the strategy of a field marshal, the tact of a diplomat and the durability of a teen-ager. She sat through 14 collections, looked at 2,000 designs and, from memory and sketchy notes, chose the 122 models which appear in *Vogue's* March 1 issue. To promote pleasant relations with the couturiers, she wore something bought from the designer she was visiting. To juggle models' dates, she spent hours on the uncertain French telephone cajoling the girls. To get clothes from harried couturiers, who needed them for buyers and for workroom reproduction, she sometimes had to resort to virtual hijacking. To transport huge ball gowns like those on page 105 to the studio, she had to hire a separate limousine for each dress. To report on dresses she wanted but could not photograph, she had artists sketch some designs on the spot—like the Balenciaga suit at right, whose controversial wide shoulder line is approved by *Vogue*. Leaving Paris with her mission accomplished, Bettina found she had had no time to order new clothes for herself.



(center) in a black Dior suit, sat beside Michel de Brunhoff, editor of French *Vogue*. That night she dined at home of Jacques Fath, wearing Fath design by Joseph Halpert, New York. Flanking Fath in background are Duchesse de Brissac and Countess de Rosenberg.





MORNING CONFERENCE in Bettina's hotel with Photographer John Rawlings and *Vogue* aides Babs Simpson (*foreground*) and Mary Haas starts at 8 a.m. Bettina wears hotel towel robe as housecoat.



NIGHT SESSION in studio is often the only way clothes can be obtained from houses assaulted all day by eager buyers. At midnight Bettina and Photographer Rawlings (on ladder) direct a model's pose.



FINAL CHECK of pictures taken during the day is made at 2 a.m. Bettina munches late supper while she decides what to send to her boss, Editor Jessica Daves, in New York. This done, Bettina went to bed.



NEWCOMER Castillo of Lanvin was big question mark of showings. His designs proved attractive but not revolutionary. Here he finishes petal-skirted ball gown.

PARIS SHOWINGS CONTINUED



OLDTIMER Elizabeth Fairall of Garfinckel's and De Pinna's made first Paris trip in 1911, is member of French Legion of Honor. Here she places order with Fath.

BLACK AND WHITE, PRINTS AND A NUMBER

As the finale of each showing, as if to offer a dessert, the designers displayed their extravagant ball gowns. Laden with painstaking detail, they have a mouth-watering "made in Paris" look that can only be duplicated at prohibitive prices. Consequently they draw more ovations than orders, can be sold only to wealthy South Americans or to a few American buyers like Elizabeth Fairall (*above, right*), who was so carried away by the Fath models (*top, opposite page*) that she bought three for her Washington clientele. But the meat and potatoes of the collections were wearable designs like the 10 styles shown below, none of which is too elaborate for reproduction, and frankly designed for American dressmakers who buy them at

Paris prices, duplicate them far less expensively for American customers. American-made copies of most of these will be available here this month.

Biggest single hit was the No. 127 suit (*left, below*) done by Dessès after spending considerable time in the U.S. studying its taste and manufacturing processes. No. 127, made up largely of familiar elements, had one new device: the divided overskirt. With it Dessès jumped up into the top ranks with Balenciaga, Dior, Fath. In all the showings there was an emphasis on strong black and white and on pale shantungs, like those being photographed by Bettina Ballard on page 102. Prints had a high style renaissance, featured by Dior in 30 dresses, one of which is shown on the cover.

THESE ARE AIMED AT AMERICANS



MOST-BOUGHT SUIT was Dessès' No. 127, which will be available in U. S. this month in shantung (Swansdown, \$40).



APRON of Jean Dessès dress is American plaid cotton, goes over pleated organza dress. Not shown is separate tight jacket.



DEEP V of neck goes almost to waist in black Jacques Griffe cocktail dress. Bought by Gimbel's, it will be sold for about \$50.



ENSEMBLES like Balenciaga's coat and dress in printed chiffon were popular. This will be sold at Macy's for about \$125.



CAPE-STOLE that looks like a long coat in front and like a shawl behind was a popular idea among designers. This one, in black wool, is by Piguet.



SHOW-STOPPERS of collections were fabulous ball dresses like these Fath designs. The four above would cost a customer total of \$5,100, are too expensive to

reproduce, although some features, like flower-covered bodices, may be copied. Fath models, considered prettiest in Paris, all wore chignons with evening gowns.



CUFFS are the focal point of Lanvin-Castillo dinner costume in stark black and white. The shirt is sheer organ-dy; the skirt is linen slit to the knee.



TUCKED-UP apron breaks tubular line of Balmain dress. Skirt is straight in back. This will be sold at Ohrbach's for \$60.



WAISTCOAT of Dior box-jacket outfit shows his oval line which, he says, "scrupulously follows anatomy of the bust."



SMALL PRINT with triple-flounced skirt, long sleeves by Fath has a "ladylike" look. It will cost under \$100 at Gimbel's.



SMOCK TOP by Balenciaga is exception to general rule of fitted waist, is sure to be popular with expectant mothers.



SILLY SUNGLASSES with long blue eyelashes, small lenses were dreamed up for Schiaparelli show.



PURPLE POODLE dyed to match Balmain costume is ogled by Buyer Solomon (see opposite page).



WOOLLY WIG of cellophane by Balmain gives protection from sun. It is worn with a jersey playsuit.

PARIS SHOWINGS CONTINUED

POODLE, PUBLICITY, PARTIES



AT DIOR PARTY given for the major buyers by Directress Suzanne Luling, the hostess (center) does a samba with Larry Aldrich, big Seventh Avenue dress manufacturer who bought seven Dior dresses.



IN LATIN QUARTER, up-and-coming young set meets after showing. At bar are Designer Seymour Fox; Betty Downey of *Glamour* magazine; David Haft, Swansdown, Inc.; Ann McGarry of Balmain.



PUBLICITY STUNT staged by Press Agent Rosemary Sheehan (left) involved U.S. college girl named Mary Olivia Dennis O'Donovan, who was flown over to Paris for an evening by Sheehan client "Evening



in Paris" perfume, dressed for the evening by client Dessès, mink-scarfed by client Balmain, hairdressed by client Guillaume and finally photographed in the Louvre at night before the *Victory of Samothrace*.

AND FUN

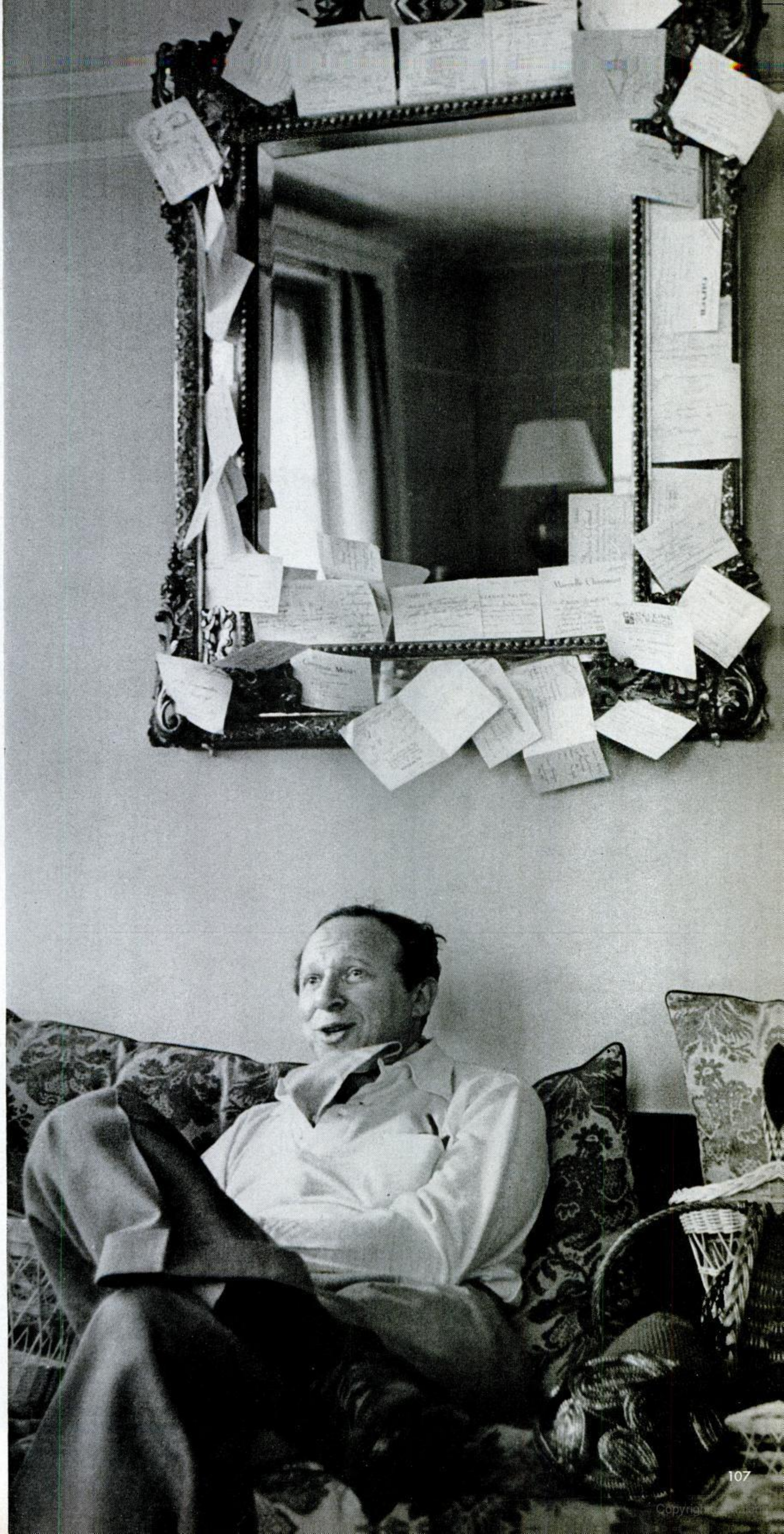


FLAMING CAKE with 2,000 candles to celebrate Paris' anniversary caught fire at big Filene (of Boston) party, was extinguished by Couturier Balmain.



FIVE SPRING HATS by Schiaparelli which averaged \$100 each were considered most likely to succeed in the U.S. They range from off-face to off-head (*left*) and are the sort that buyers like Alfred Solomon (*right*) will soon start reproducing in the U.S. for about \$7.

HAPPY HATMAN, Alfred Solomon of Madcap hats, just about the most popular man at showings, sits under a mirror full of invitations. He saw all the collections, enjoyed himself thoroughly, bought some fine hats and is ready to go home, make them for U.S. women.



Like

100 YEARS AGO

The author of this article was a French aristocrat and the earliest disillusioned Russian fellow-traveler on record. The Marquis Astolphe de Custine was pro-Russian and pro-monarchist when he went to Russia in 1839. When he came back after three months he was a convinced "anti" on both counts and wrote a book, cast in the form of letters, explaining why. In 1930 the Soviet government published an abridged translation of De

Travemünde, July 4
AT Lubeck this morning the innkeeper, on learning that I was going to Russia, came into my room and with an air of compassion that made me laugh. He began to lecture me in an effort to dissuade me from this project.

"You know Russia?" I asked him.

"No, sir, but I know the Russians. Many of them pass through Lubeck, and I judge the country by the faces of its inhabitants."

"Then what do you find in the expression of their faces which should prevent my going to see them in their native land?"

"Sir, they have two expressions. When they come through here on their way to Europe they have a gay, free, happy air. They are like horses turned to pasture, like birds who have flown the cage—men, women, young, old, all are as happy as schoolchildren on a holiday. The same people on their return, have long, gloomy, tormented faces; they have a worried look. Their conversation is brief and their speech abrupt. I have concluded from this difference that a country which one leaves with so much joy and returns to with so much regret is a bad country."

St. Petersburg, July 10

We arrived at Kronstadt toward dawn but we had to wait a long time for the arousing of an army of employes who came on board one after another—police commissars, directors, assistant directors of the customs and finally the governor of the customs himself. Each one of these men discharges his duty with a pedantry, a rigor, an air of importance uniquely designed to give prominence to the most obscure employment. You can see him thinking approximately this: "Make way for me, I am one of the members of the great machine of the State."

This member of the machine, functioning according to a will which is not his own, lives as much as the movement of a clock; however in Russia this is called a man! The sight of these voluntary automatons frightens me. There is something supernatural in an individual reduced to the state of pure machine. If, in countries where machines abound, wood and metal seem to have a soul, under despotism men seem to be of wood. In Russia I



AMBITION OF RUSSIANS, Gustave Doré wrote in explanation of drawing inspired by De Custine's

book, is to reach the light enjoyed by the great cities of the world. The few who reach it perish like moths.

Czar, Like Commissar

BARBARIC DESPOTISM RULED RUSSIA AS IT DOES TODAY

Custine, with illustrations by Gustave Doré (next page), as propaganda against the old regime. When in the '30s they discovered it was being compared to current Russian despotism, they banned it.

De Custine was rediscovered later by a member of the foreign diplomatic colony. Soon he was required reading in embassies. General Walter Bedell Smith, U.S. Ambassador in Moscow in 1946-49, writes: "I could have taken many pages

verbatim...and, after substituting present-day names and dates... sent them to the State Department as my own official reports." General Bedell Smith's comments are made in his introduction to an American edition of De Custine from which LIFE's article has been taken. The book, translated by Phyllis Penn Kohler, will appear next month (*Journey For Our Time*, Pellegrini and Cudahy, copyright 1951 by Phyllis Penn Kohler).

by **ASTOLPHE DE CUSTINE**

pity persons as in England I feared machines.

I was asked to go to the saloon of our ship, where I had to appear before a tribunal of clerks assembled to question the passengers. All the members of this tribunal, more dreadful than imposing, were seated in front of a large table. Several of them leafed through registers with sinister attention.

Some, pen in hand, listened to the responses of the travelers, or, it would be more accurate to say, of the accused, for all foreigners are treated as criminals upon arrival at the Russian frontier. Others dictated in a loud voice to copyists words to which we attached no importance; these words were translated from language to language, from French to German and finally to Russian, at which point the last of the scribes entered them irrevocably and perhaps arbitrarily in his book. They copied the names inscribed on the passports; each date, each visa was examined with minute care; but the passenger, persecuted by this mental torture, was never questioned except in phrases of which the extremely polite form seemed to me calculated to console one in the dock.

St. Petersburg, July 11

When we arrived in Petersburg we had to present ourselves before a new court which was assembled, like the one in Kronstadt, in the saloon of the ship. The same questions were asked with the same politeness and my replies translated with the same formalities.

"What are you going to do in Russia?"

"See the country."

"That is not a motive for traveling."

"I have no other."

"Whom do you intend to see in St. Petersburg?"

"Any persons who will allow me to make their acquaintance."

"How long do you expect to stay in Russia?"

"I do not know."

"Say approximately."

"Several months."

"Do you have a public diplomatic mission?"

"No."

"Secret?"

"No."

"Some scientific purpose?"

"No."

"Have you been sent by your government to observe social and political conditions in this country?"

"No."

"By a commercial company?"

"No."

"You are then traveling freely and entirely through curiosity?"

"Yes."

"Why did you head toward Russia?"

"I do not know..." etc., etc., etc.

After being subjected to an interminable examination, all of my books were confiscated—always with the most extreme politeness but with no regard for my protests. They also took from me two sets of traveler's pistols and an old travel clock. I tried in vain to understand and explain to myself why this latter object should have been subject to confiscation. Everything taken from me was later returned, as they had assured me, but not without a great deal of annoyance and lengthy discussions.

The Winter Palace martyrs

BETWEEN 9 and 10 o'clock I found myself released from the clutches of the customs and permitted to enter St. Petersburg. On the way to the inn I saw the facade of the new Winter Palace. In order to finish the work in the period specified by the Emperor, unprecedented efforts were required. The interior construction was continued during the bitterest cold of winter. Six thousand laborers were continually at work; a considerable number died each day, but as the victims were instantly replaced by other champions who filled their places to perish in their turn in this inglorious gap, the losses were not apparent.

During freezes of 15° to 20° below zero, 6,000 obscure martyrs, martyrs without merit, martyrs of an involuntary obedience—for this virtue is innate and forced in the Russians—were shut up in rooms heated to 86° in order to dry the walls more quickly. Thus these wretches on entering and leaving this abode of death—now become, thanks



AT RUSSIA'S BORDERS those leaving rejoice, those returning act as if going to their own funeral.

to their sacrifice, the home of vanity, magnificence and pleasure—underwent a difference of temperature of 100° to 108°. Work in the mines of the Urals is less injurious to life; however, the laborers employed in St. Petersburg were not malefactors. I have been told that the unfortunate ones who painted the interior of the hottest rooms were obliged to put a kind of ice cap on their heads in order to keep their senses under the broiling temperature they were condemned to endure while they were working.

If one wished to disgust us with art, guilt, luxury and with all the pomp of courts, one could not choose a more efficacious means. Nevertheless, the sovereign was called "Father" by men sacrificed in such great numbers under his eyes and for the satisfaction of sheer imperial vanity.

St. Petersburg, July 12

This population of automatons is like half a game of checkers, for a single man makes all the plays and the invisible adversary is humanity. One does not die, one does not breathe here except by permission or by imperial order; therefore everything is gloomy and constrained. Silence presides over life and paralyzes it. Officers, coachmen, Cossacks, serfs, courtiers, all are servants, of different rank, of the same master and blindly obeying an idea that they do not understand. It is a masterpiece of military mechanics, but the sight of this beautiful order does not satisfy me at all, as so much regularity cannot be obtained except through the complete absence of independence. I seem to see the shadow of death hovering over this part of the globe.

Among these people deprived of leisure and of will one sees only bodies without souls, and one trembles in thinking that for such a great multitude of arms and legs there is only one head.

In Russia the ruling power, unlimited as it is, has an extreme fear of censure, or of mere frankness. All who are born Russians impose

PICTURES ON NEXT 5 PAGES

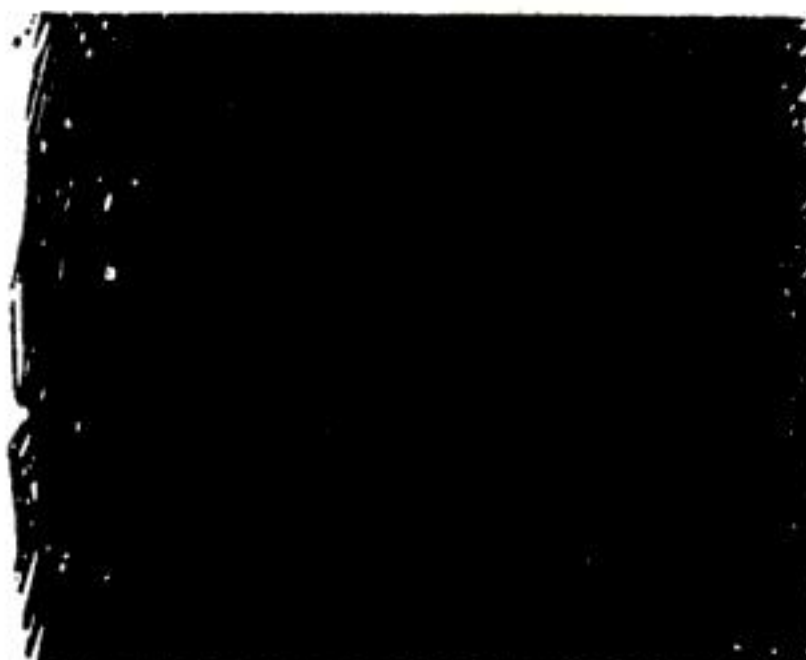
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DORE'S COMIC-STRIP HISTORY OF RUSSIA:



GUSTAVE DORE

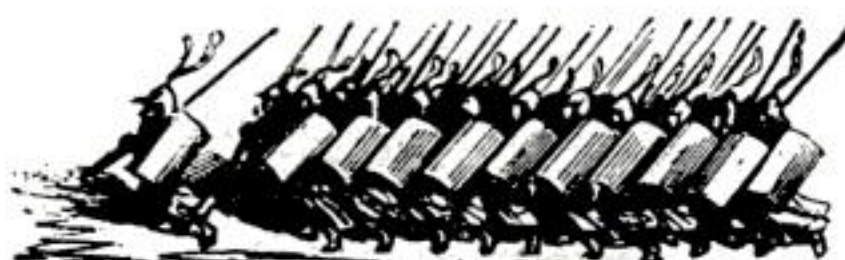
Gustave Doré, one of the great book illustrators of all time, is best known for his drawings for the *Inferno*, *Don Quixote* and the Bible. But he first became famous for work in a much lighter vein. In 1854, when he was only 22 years old and an obscure caricaturist for a Paris newspaper, he scored a great success with his illustrations for the bawdy French satirist, Rabelais, and followed this with a book-length, comic-strip burlesque of Russian history, from which the illustrations on these pages have been taken. Doré obviously had a picnic with this book: he made up names, facts and events, and in the running commentary and picture captions which he did himself, wallowed in howling puns and involved jokes. LIFE's captions for these pictures are based largely on his. Not all of the book was frivolous; Doré seems to have read De Custine (box, *previous page*) and other travelers' accounts of life inside Russia, and his "history," for all its extravagance, is a biting indictment of barbarism and tyranny.



The beginnings of Russian history are buried beyond recall in the impenetrable darkness of prehistoric times.



In the year 2 or 2½ a beautiful bear named Polnor is seduced by a languid walrus. The result is the birth of the first Russian.



Czar Rurik sets out with his troops to conquer Constantinople.



Czar Rurik and his men return to Russia from Constantinople.



Czar Isiaslaw thinks he detects symptoms of the family disease, heir-apparent colic. His doctor advises him to take a sea voyage to the smiling land of Turkey.



Isiaslaw sets forth with a great company and vows that he will not return to rule his beloved, peace-loving homeland until he is healthier and stronger than a Turk.



Chagrined by a cool reception in smiling Turkey, Isiaslaw crashes his ships against her coast.



Feminine touch, namely Olga, rules Russia after another czar dies of etc.



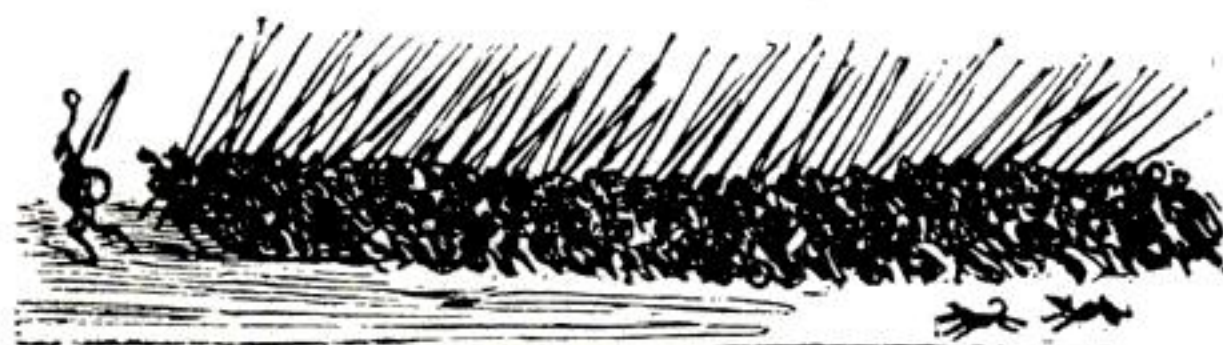
Immorality—as in revolutions—makes the virtuous Olga blush.



Olga tries a new approach to the gates of Constantinople. She sends fire-bearing sparrows to burn the place down. This feminine ruse doesn't work.



Olga tries her charms on Constantinople's guardian. This doesn't work either.



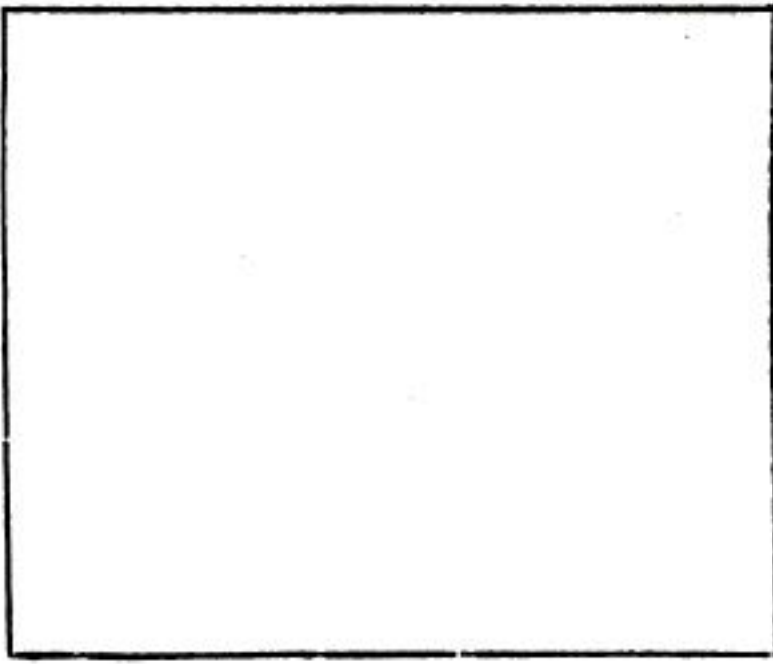
When Isiaslaw II comes to the throne he 1) raises a formidable army (above) and 2) announces to Russia's neighbors that he

desires peace and will have it at any price. This creates astonishment among the citizens of neighboring countries (bottom).



Isiaslaw's unyielding pronouncement in favor of peace has an unavoidable sequel: a war of such savage ferocity as has never been seen before, even in peace-loving Russia.

WAR, GORE, PATRICIDE, TURK TROUBLE



The century which follows is so devoid of color that there is no point in boring the reader by illustrating it.



The Russians of these ancient times all have a flatteringly high opinion of women, by whom they allow themselves to be guided in all things.



Seeking order, the Russians discuss who shall be their ruler. Afterward (above) they have trouble finding a man whole enough to do the job.



Then Rurik dies, smitten by a disease called the heir-apparent colic.



Czar Igor, Rurik's successor, then leads Russians to Constantinople.



Igor, in his turn, is forced to lead his sad troops back to holy Russia.



Soon after, curiously, Igor too dies of the dread heir-apparent colic.



While returning to Russia, Isiaslaw passes the time, which hangs heavy on his hands, by cursing the winds which have gone against him.



What Isiaslaw does not know is that there are winds even more contrary awaiting him. So it comes about that when they strike the wind goes completely out of him.

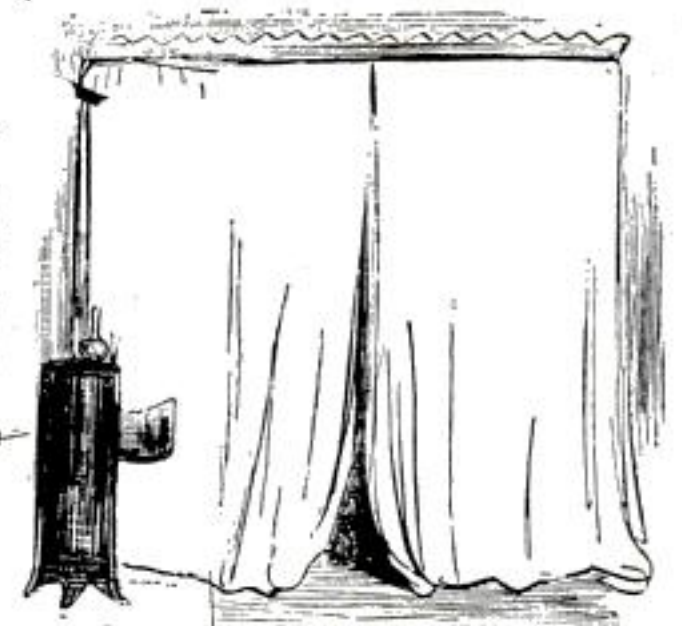


Vassili, a prompt and energetic spirit, takes advantage of the general vexation to proclaim himself successor to Isiaslaw.



Olga knows enough about the history of her predecessors to appreciate what her failure to capture Constantinople is bound to mean to the course of her life. It could only mean

an early attack of the family colic. In full view of the nation, therefore, she tenderly places the crown of all the Russias on her little son's head lest there be some mistake in the succession.



Gallantry forbids us to depict the manner of Olga's death, so we draw the curtains.



On the field of battle Isiaslaw is told by his joke-loving son that the remainder of his reign will necessarily be disjointed.



In an interval of peace the famous Tariff of Mutilations is promulgated in order to control the rising tide of mayhem: so much for an arm, so much for a head, etc.



The nobles find the Tariff helpful in determining how much righteous anger they can afford to expend on their serfs.

IVAN LEADS HIS PEOPLE INTO SIBERIA



Ivan (whom history calls the Terrible) demonstrates his ingenuity in the conduct of politics. To win favor among the masses, he undertakes to cure the nobles of their oppressive stand against the masses.



Czar Ivan seeks a solution for the overpopulation problem of Russia, which has lately been overrun by Asiatic hordes. He leads an army to Tobolsk in Siberia and surrounds the Tobolskees in their igloo village.



The outnumbered, simple-minded Tobolskees ask to surrender in good faith and brotherly love, whereupon the Russians, being naturally suspicious of words, make sure the Tobolskees mean what they say.



The upshot of Ivan's venture into Siberia is that Siberians beyond counting end up either whole or in part on the lances of the brave troops of Ivan's army, and soon there is a lot of room in Siberia for the excess Russian population.

NOW WE COME TO CZAR PETER,



On ascending the throne about which he has been dreaming for some time, Peter finds it disappointingly small for his ambition.



Peter (the Great) gets himself embroiled in war with Charles XII of Sweden, who beats him at Narva.



Peter's courage has not diminished an iota, and he routs Charles at Grswqtswgptswa.



Thereupon Peter leads his armies to a victory over Charles XII at Pstwlqstswa.



Charles makes a comeback and smashes Peter's troops in the outskirts of Skragwtsgrwtswa.



Czar Peter's first ukase is written with a hand of iron. The populace, reading that all previous regimes are obliterated and the past history of Russia abolished, concludes that the new czar is a superman.



One day Peter finds himself obliged to teach certain members of his court a brief lesson. At the end of an amicable dinner, when he hears several toasts

AND SPONSORS INDUSTRIAL PROGRESS



Now Ivan turns to the manufacture of civilizing mechanisms, the famous kasskarrkass (right, top) and the celebrated tranchtrombium (bottom).



He also puts in a lot of time in his laboratory testing formulas for his treatise on the relationship of chemistry and politics.



As old age begins to tell upon him, Ivan loses some of his youthful energy but none of his fertile political imagination. To the very end he busies himself with devising new devices to rid Russia of the perennial bugbear of overpopulation.

WHO HUNGERS FOR EUROPEAN GOODIES



But Charles XII soon gets revenge for Pstwlqsstwa by defeating Peter at Krwsqtpswa.



In his turn Peter wipes out Charles in the suburbs of Wstplgksqprtswnsbtpwa.



Peter's ambition and hunger for territory lead him to gobble up a number of countries of Europe.



proposed that faintly smack to him of treason, he demonstrates how easy it is for people who have dined too well to lose their heads.

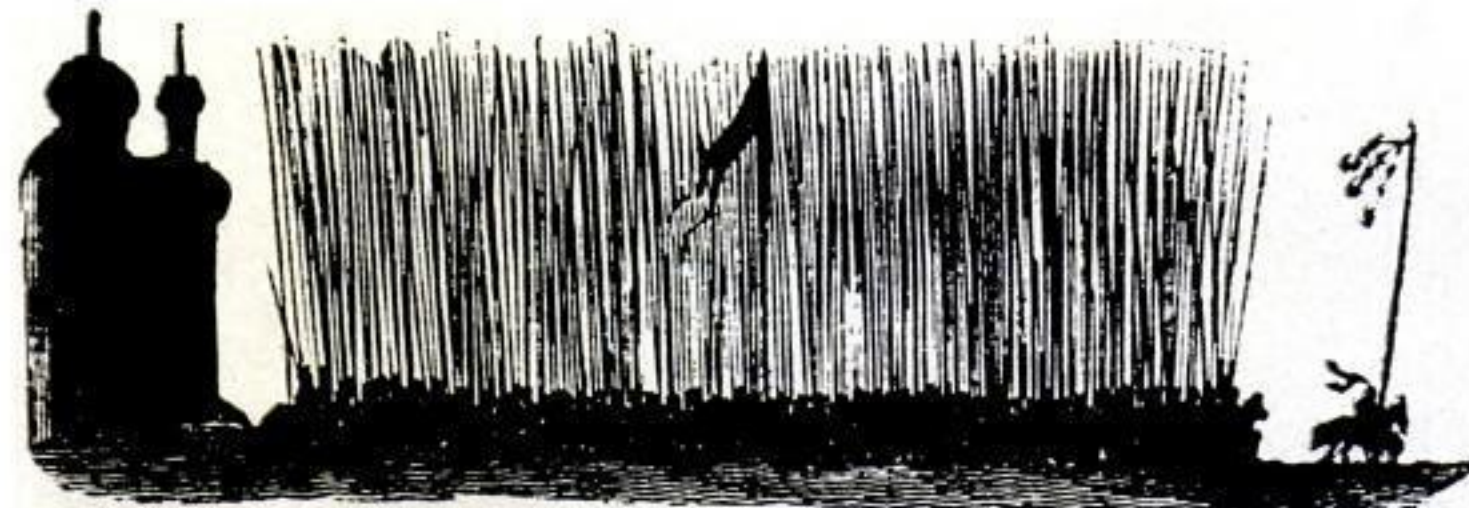


Peter's territorial appetite enables him to digest huge hunks of the map of Europe, until he comes to France and Britain. The jagged outlines of these countries catch in his throat, and he coughs up all he has swallowed earlier.

GREAT CATHERINE: LOVING EDUCATOR



Ignoring Peter II and III, Doré moves to the enthronement of Catherine II (also called the Great).



Like her predecessors on the Russian throne, Catherine leads an army to the walls of Constantinople and summons the Turks to surrender. Like her predecessors, she leaves without the keys to the city.



For the sake of peace Catherine willingly signs a treaty with the Turks, in which she humbly admits to having been mistaken in thinking this particular moment was a good time to visit Turkey.



Thereafter she feels free to devote herself to a number of young officers attached to her by love.



In spite of numerous revolutions against her regime, Catherine gave orders that special care be given wounded rebels in hospitals she founded.



Under the hospitals she has a number of schools setup, especially schools of mining, and sees to it that they are well attended by pupils of her selection.



The tiring activities on which Catherine, impelled by her deep concern for the welfare of humanity, lavishes her energy eventually wear her out and lead to her lamented death.

Her funeral procession is made up of tombstones recalling the victims of her reign: happiness, friendship, conscience, honor, joy, candor—and love.

CONTINUED ON PAGE 117



*Make getting there
as much fun
as being there...*



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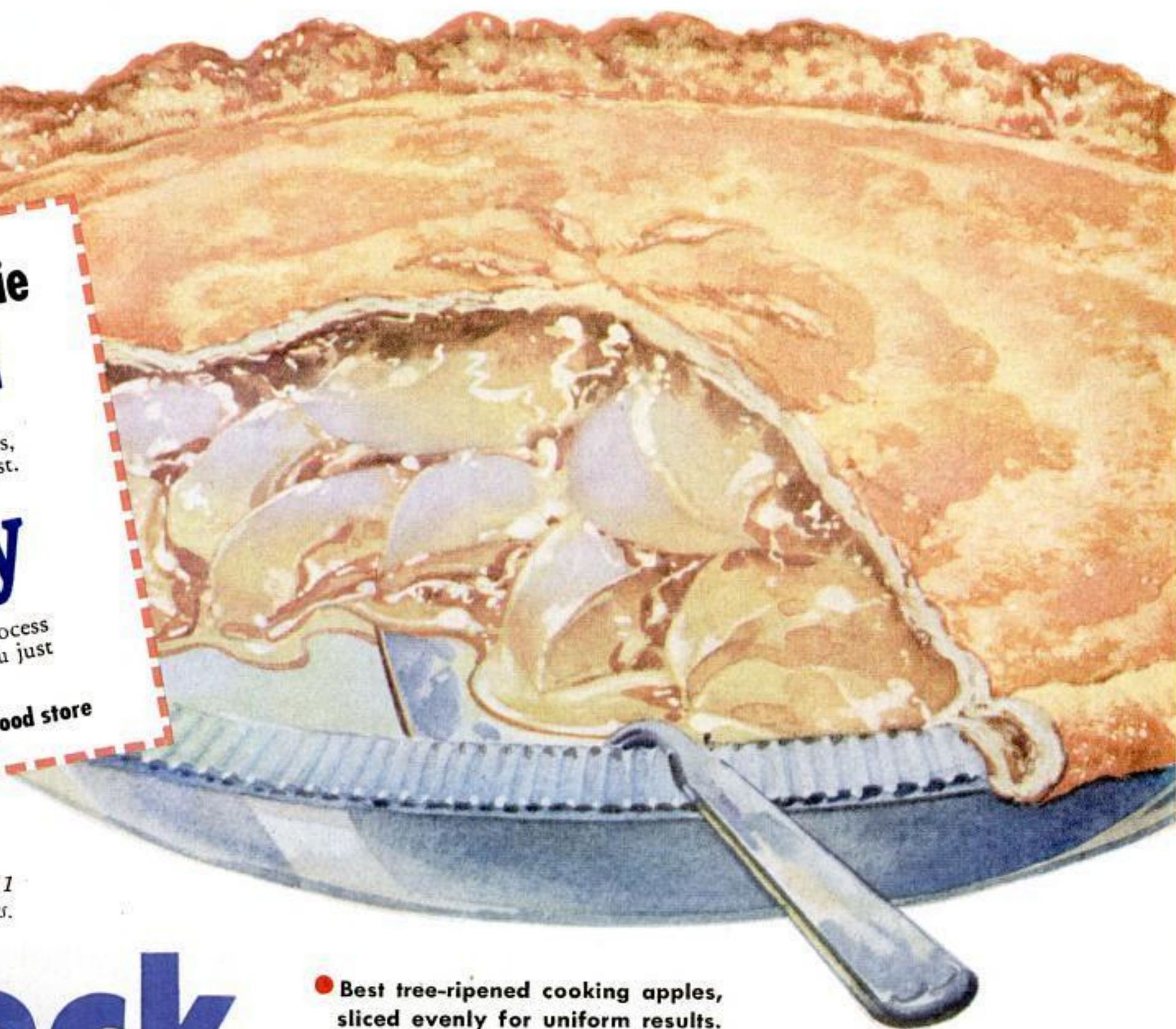
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- Ready to use. No peeling—no coring—no slicing.
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Copiague...Jack Snow, Interiors
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Spokane...Tull & Gibbs, Inc.
Yakima...Harold H. Schultz

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Bluefield...Bluefield Furn. Co.
Charleston...Keiffer-Brown, Inc.
Clarksburg...Parsons-Souders
Wheeling...Stone & Thomas

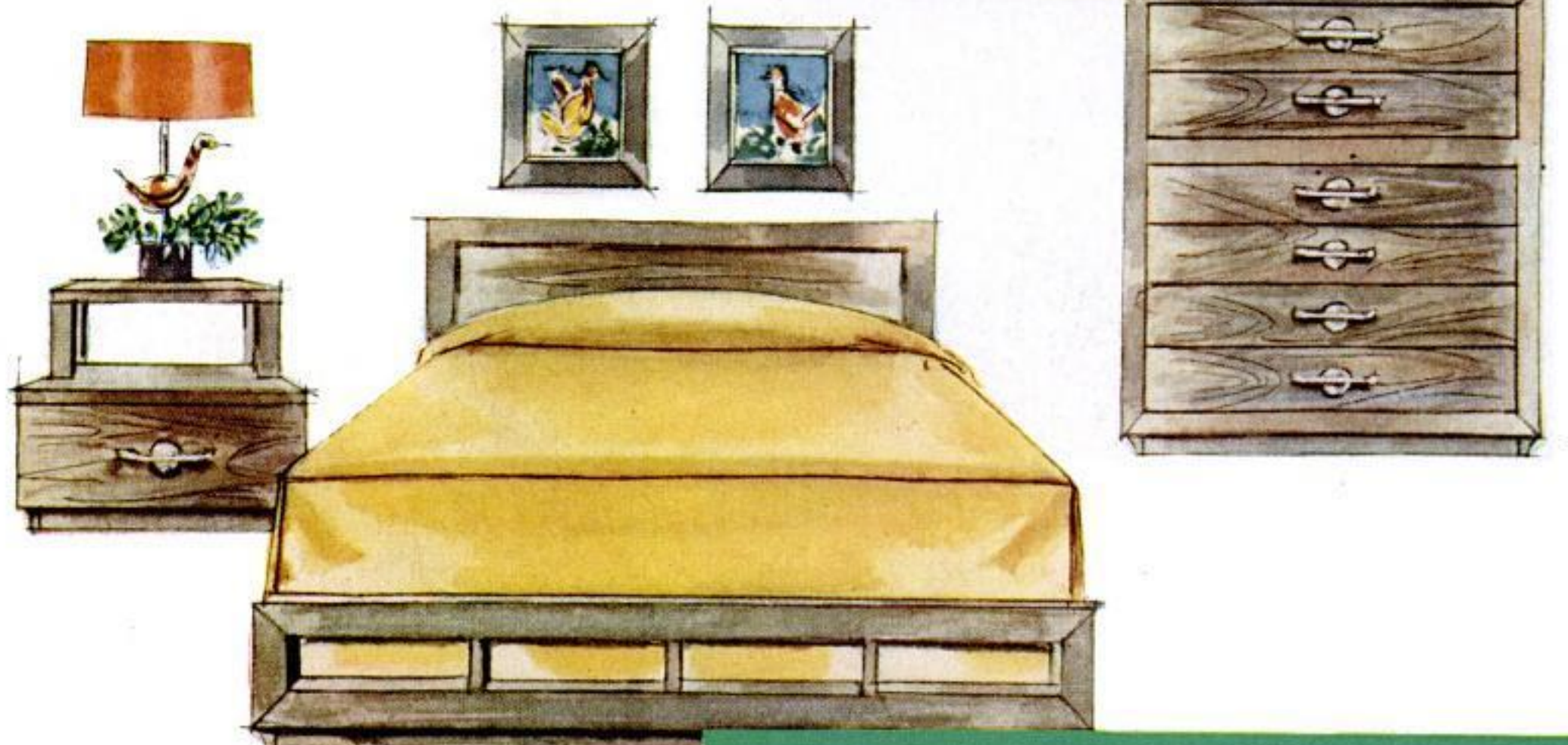
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EROSLEY
A FINE CAR

LIKE CZAR, LIKE COMMISSAR

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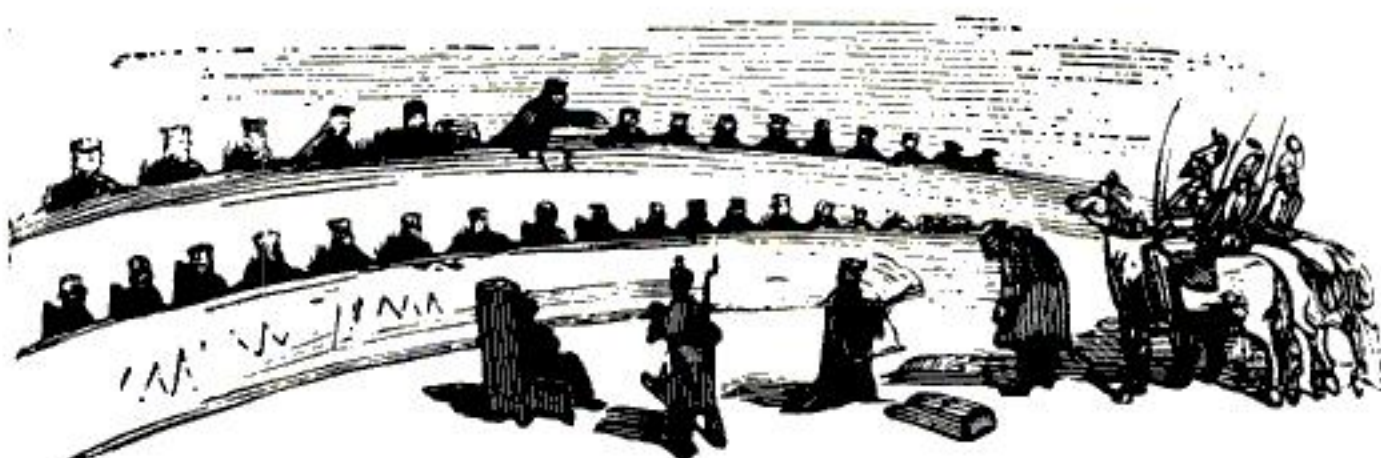
on themselves unconditional silence. Nothing is said, but everything is known. Secret conversations should be very interesting, but who permits himself to indulge in them? To think is to become suspect.

M. de Repnin governed the Empire and the Emperor. M. de Repnin has been in disfavor for two years and for two years Russia has not heard this name spoken—this name which not long ago was on every tongue. He fell, in one day, from the highest power to the darkest obscurity. No one dares to remember him or even to believe in his existence—either his present existence or his past existence. In Russia the day a minister falls his friends become deaf and blind.

An oppressed people has always merited its suffering; tyranny is the work of nations. Either the civilized world will, before 50 years have passed, fall again under the yoke of the barbarians, or Russia will undergo a revolution more terrible than the revolution whose effects are still felt in Western Europe.

St. Petersburg, July 14

The more I see of Russia, the more I agree with the Emperor when he forbids Russians to travel and makes access to his own country



ON ENTERING RUSSIA, De Custine wrote, foreigners endured passport examination as though they were being haled before fantastic court-martial.

difficult for foreigners. The political system of Russia could not withstand 20 years of free communication with Western Europe.

St. Petersburg, July 22

Do you know what it is to travel in Russia? For a superficial mind, it is to be fed on illusions; but for one who has his eyes open and, added to a little power of observation, an independent turn of mind, it is continuous and obstinate work, which consists in laboriously distinguishing, at every turn, between two nations in conflict. These two nations are Russia as it is and Russia as it would like to show itself to Europe.

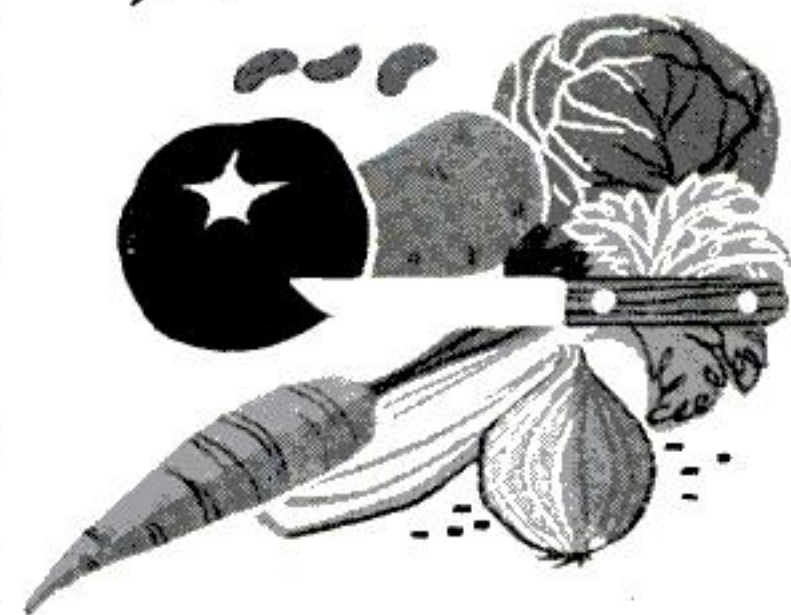
The most highly esteemed travelers are those who, the most meekly and for the longest time, allow themselves to be taken in. Here politeness is only the art of reciprocally disguising a twofold fear—the fear one feels and the fear one inspires. I sense a hypocritical violence at the base of everything. Everywhere I hear the language of philosophy, and everywhere I see oppression as the order of the day. The Russians say, "We should like to dispense with despotism as we would be richer and stronger, but we have to deal with people of Asia." At the same time they are thinking, "We should like to be able to stop talking about liberalism and philanthropy; we would be happier and stronger; but we have to deal with the governments of Europe."

It must be said that the Russians of all classes conspire with miraculous harmony to make duplicity prevail in their country. They have a dexterity in lying, a naturalness in falsehood, the success of which is as revolting as it is appalling. Everything that gives a meaning and a goal to political institutions reduces itself here to one lone sentiment—fear. I believe that of all the parts of the world Russia is the one where people have the least real happiness. We are not happy in our country, but we believe that happiness depends on us; in Russia happiness is impossible.

In Russia the word "prison" signifies something more than it does elsewhere. One shudders to think of all the subterranean cruelties, robbed even of our pity by the discipline of silence in a country where every man at birth is apprenticed to discretion. One must come here to hate reserve; so much caution reveals a secret tyranny whose image appears before me everywhere. Each movement of the face, each reservation, each inflection of the voice warns me of the danger of trust and naturalness.

At every step I see raised before me the phantom of Siberia, and I think of all that the name of this political desert signifies, this abyss of miseries, this graveyard of the living—a world of fabulous

To get your cooking praised use Salt, Pepper and Accent!



HOUSEWIVES LOVE AC'CENT! They love it for the miraculous lift Ac'cent gives to the flavors of familiar foods... for the cheers those pepped-up, day-to-day dishes bring from the family! Like nothing you've ever used, Ac'cent brings out more flavor in foods—makes vegetables taste "just picked", makes meats, poultry, soups, salads taste naturally better, too!

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Out of this world Highball



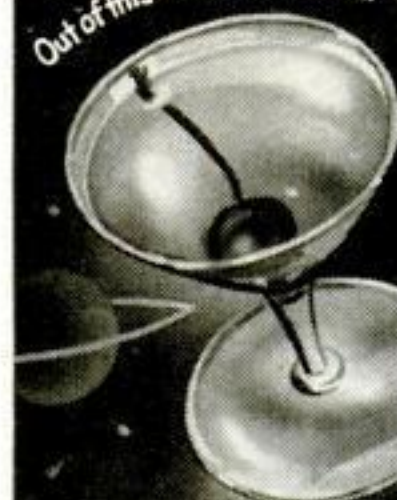
Out of this world



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The best-tasting drinks start with
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Write for beautiful free recipe book

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LIFE IN RUSSIA CONTINUED

griefs, peopled by criminals and sublime heroes, a colony without which the Empire would be as incomplete as a palace without cellars.

Peterhof, July 23

My discomfort is increased since I have been living among Russians by the fact that everything reveals to me the real worth of this oppressed people. The idea of what they could do if they were free provokes the anger I feel when I see what they are doing today.

St. Petersburg, July 29

I never cease to be astonished in seeing that there exists a people indifferent to the point of calmly living and dying in the dim light granted to it by its master's police. Up to now I believed that man could no more do without truth for the spirit than air and sun for the body; my journey to Russia disabuses me. Here, to lie is to protect the social order; to speak the truth is to destroy the state.

Russia is a nation of mutes; some magician has changed 60 million men into automatons who await the wand of another magician to be reborn and to live. Nothing is lacking in Russia—except liberty, that is to say life.

During the last carnival a woman of my acquaintance had let her maid go out on Shrove Sunday. At nightfall the girl did not return. The next morning the lady, very worried, sought information from the police. The reply was that no accident had occurred in St. Petersburg the preceding night, so it was impossible that the lost maid would not soon return safe and sound.

The day passed in this false security without news. Finally, the following day, a relative of the young girl, a young man rather well-informed about the secret maneuvers of the police of the country, had the idea of going to the surgical amphitheater, where one of

Advantages of Russian Diplomacy

More than a hundred years ago the Marquis de Custine prophetically contrasted Russian diplomatic methods with those of the West: "If better diplomats are found among the Russians than among highly civilized peoples, it is because our papers warn them of everything that happens and everything that is contemplated in our countries. Instead of disguising our weaknesses with prudence, we reveal them with vehemence every morning; whereas the Russians' Byzantine policy, working in the shadow, carefully conceals from us all that is thought, done, and feared in their country. We proceed in broad daylight; they advance under cover: the game is one-sided. The ignorance in which they leave us blinds us; our sincerity enlightens them; we have the weakness of loquacity; they have the strength of secrecy. There, above all, is the cause of their cleverness."

his friends let him in. Scarcely inside, he recognized the corpse of his cousin, on the point of being dissected by the students.

As a good Russian, he kept enough control of himself not to betray his emotion.

"Who is this corpse?"

"Nobody knows. It is the body of a girl who was found dead night before last in such and such a street; it is believed that she was strangled while trying to defend herself against some men who tried to do her violence."

"Who are these men?"

"We do not know; one can only form conjectures on this incident as proofs are lacking."

"How did you get this corpse?"

"The police sold it to us secretly, so do not mention it."

The usual refrain, which becomes like a parasitic phrase articulated by a Russian or by an acclimatized foreigner.

The cousin kept quiet, the mistress of the victim did not dare protest; and, today, six months later, I am perhaps the only person she has told about the death of her maid, because I am a foreigner.

St. Petersburg, Aug. 1

One can see nothing here without ceremony and advance preparation. Russian hospitality, bristling with formalities, makes life difficult for the most favored foreigners; it is a polite pretext for hampering the movements of the traveler and limiting his license to observe. They do you the so-called honors of the country. Thanks to this fastidious politeness the observer cannot visit places or look at anything without a guide.

Would you like to see the curiosities of the palace? They will provide you with a chamberlain who will do the honors from top to bottom and, by his presence, will force you to observe each thing in detail, that is to say, to see nothing except from his point of view and

Athletes Foot?



for quick relief use Quinsana

■ You may have Athletes Foot and not know it! At first signs of burning, itching, cracks, peeling between toes—use Quinsana.

Quinsana's fungicidal action checks Athletes Foot infection... gives soothing, cooling relief, fast! To help prevent recurrence of this painful infection, use Quinsana every day. So easy! Just shake on feet... especially between and under toes. No mess, no stains—ever!

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Soft Pad Protects
From Bumps and Jolts

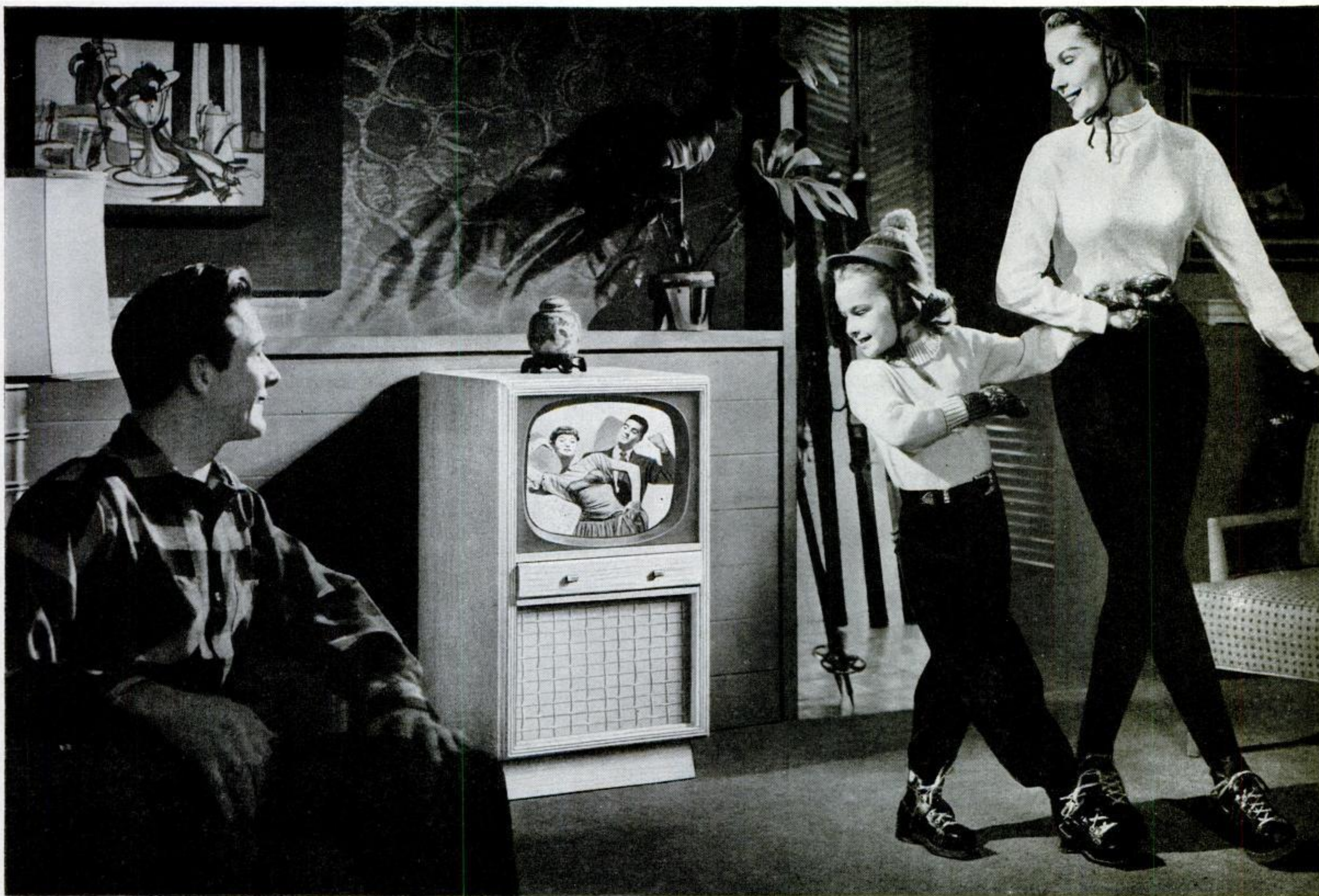
AT ALL LEADING STORES

Mother! SEND DATE OF YOUR BABY'S BIRTH
TO WELSH CO. FOR AN INTERESTING HOROSCOPE.

WELSH COMPANY

Largest Manufacturer of Folding Baby Carriages
1535 S. Eighth St., St. Louis (4), Mo.

CONTINUED ON PAGE 120



THE PLAYHOUSE, a smartly styled TV console with 17-inch rectangular screen and world-famous Magnavox sound reproduction.

Everybody's in the Big Show on *Magnavox*

MUSIC UP . . . out sweeps America's favorite dance team, and the big show is on! It's a continuous, ever-changing performance and the greatest entertainment buy in history. Any television set lets you in, but only Magnavox Big-Picture TV makes it seem so *real*. Pic-



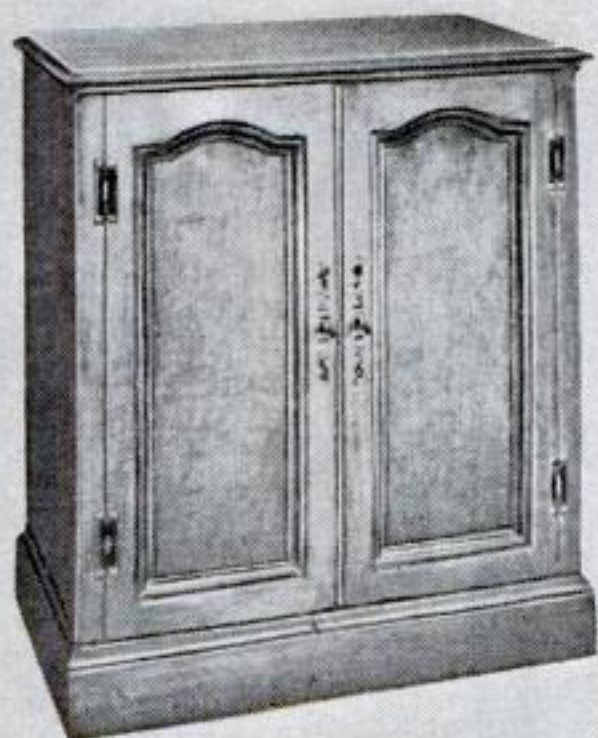
tures are sharp, clear and steady—alive with fine detail and rich contrast. Special filter takes out glare and makes TV easy on eyes. Famed Magnavox full-range sound is so remarkably true to life that television takes on the intimacy of a personal appearance. Honestly now, doesn't *your* family deserve a Magnavox? In terms of value, beauty and performance, Magnavox instruments are priced amaz-

ingly low. Only stores known for their exceptionally fine service are selected to sell Magnavox television and radio-phonograph combinations. The one



Sounds heavenly!

nearest you is listed in the radio section of your classified telephone directory. The Magnavox Company, Fort Wayne 4, Indiana.



Left: THE PROVINCIAL radio-phonograph. Exclusive design permits you to add Magnavox Big-Picture TV later.

Below: THE METROPOLITAN is your big buy in compact table-model television with 17-inch rectangular screen.



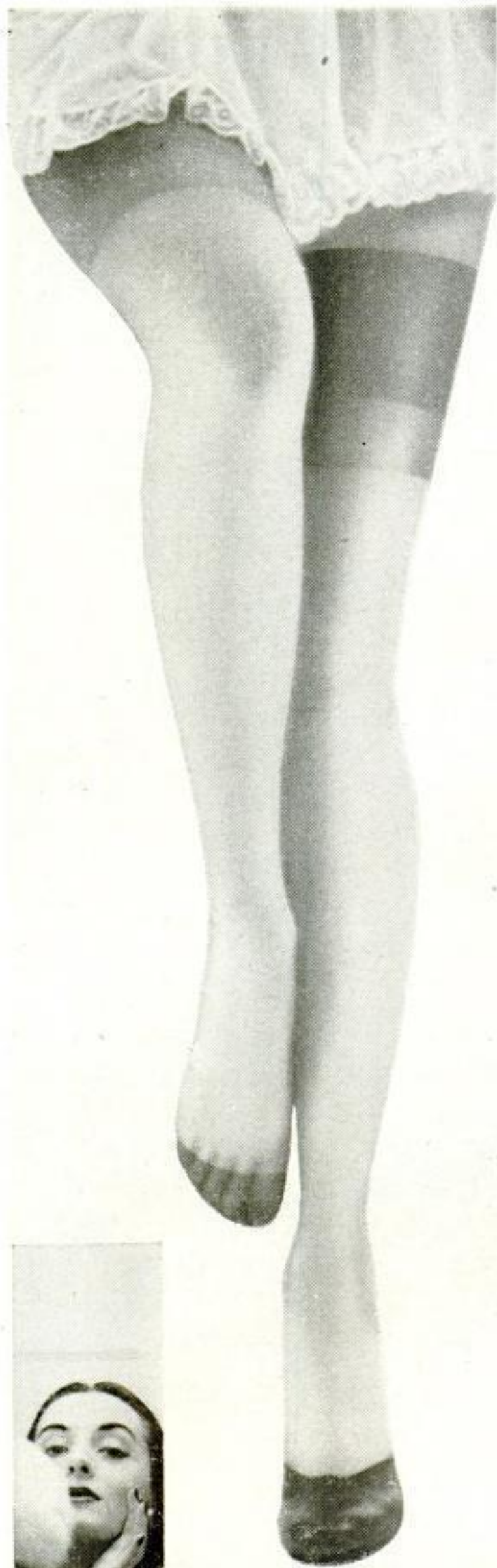
Better sight, better sound, better buy . . .

the magnificent
Magnavox

television - radio - phonograph



King-sized pictures as big as life!



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"LEG COMPLEXION"

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stockings
by
BUR-MIL

CAMEO

They do for your legs what powder does for your face! Just try Bur-Mil® Cameo's® soft, misty Face Powder Finish in sheer 60-gauge Nylomist. These stockings wear up to 40% longer, too... so you can have the thrill of "Saturday Night" stockings every day. **only \$1.65**

* Trademark

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LIFE IN RUSSIA CONTINUED

to admire everything without choice. Would you like to visit a camp? An officer, maybe even a general, will accompany you. A fortress? The governor will show it to you, or, rather, politely conceal it from you. A school, any kind of public establishment? The director, the inspector will be forewarned of your visit; you will find him armed and his mind well prepared to brave your examination.

The result of this Oriental ceremony is that to avoid making a career of seeking permissions you give up seeing many things—first advantage! Or, if your curiosity is sufficiently robust to make you persist in bothering people, you will at least be watched over in your investigations from such close range they will result in nothing. Thus they tyrannize over you under the pretext of honoring you. Such is the lot of privileged visitors. As for unsponsored visitors—they see nothing at all.

I asked the Minister of War what I should do in order to obtain permission to see the fortress at Schlüsselburg [where Ivan VI was imprisoned and where he died in 1741].

He replied to me, "I will let His Majesty know of your desire."

His tone of caution mixed with surprise made me find the reply significant. I realized that, without suspecting it, I had touched a sensitive string and I remained silent. Some days afterwards, that is to say day before yesterday, just as I was preparing to leave for Moscow, I received a letter from the Minister of War which heralded the permission to see the sluices of Schlüsselburg. I had asked for a State prison; they responded with water gates.



SPY SYSTEM De Custine and other foreigners encountered, Doré noted, was developed to the saturation point of efficiency.

The Minister of War ended his note by announcing to me that the general aide-de-camp had been ordered to provide me with means of making the trip with ease. I went to the general aide-de-camp to claim the execution of the supreme word. The director was not receiving, or he had gone out; I was put off until tomorrow. Not wishing to lose another day, I insisted. They told me to come back in the evening. I came back and finally got as far as this important personage. I left his office armed, note this, with the necessary orders for the engineer at Schlüsselburg but not for the governor of the castle! While conducting me as far as the antechamber, he promised me that a subordinate officer would be at my door the following morning at 4 o'clock.

I did not sleep. I was seized by an idea which will appear insane to you: the idea that my protector could become my executioner. If this man, instead of conducting me to Schlüsselburg should show, on leaving the city, an order to deport me to Siberia to allow my troublesome curiosity to expire there, what would I do, what would I say? Plenty of other examples of arrests of this nature came to my mind to justify my presentiments and trouble my imagination. I recalled the circumstances of the removal of Kotzebue [German writer, 1761-1819] who, at the beginning of this century, was also seized by a courier and transported from St. Petersburg to Tobolsk. What was the offense of Kotzebue? He had made himself feared by publishing opinions which the Russians thought were not wholly favorable to the established order in Russia.

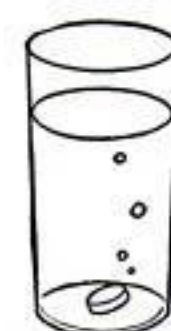
This is what I was saying to myself while, unable to sleep, I was striding up and down my room. Am I not also mad, to think and to write? I am spied upon; every foreigner is. Consequently the Russians know I am writing letters and holding them; they also know I never leave the city, not even for a day, without taking these mysterious papers with me in a large portfolio; they will perhaps be curious to know my true thoughts. They will prepare a trap for me in some forest; they will attack me; they will ransack me in order to take my letters, and they will kill me in order to silence me.

If I stress these anxieties, it is because they paint this country for you.

Fast, Effective Help for HEADACHE

Upset
Stomach
Jumpy
Nerves

BROMO-SELTZER
EFFERVESCES INSTANTLY...
READY TO GO TO WORK
FASTER THAN ANY TABLET PRODUCT
I'VE EVER TRIED



TABLET PRODUCT
DISSOLVES SLOWLY



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Fight Headache 3 ways fast with Bromo-Seltzer and get really effective pain relief!

1. Relieves headache pain.
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For best results, use cold water. Follow the label, avoid excessive use. You must be satisfied or your money back. Get Bromo-Seltzer at your druggist's today. A product of Emerson Drug Co.

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smartness
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only
WEATHER-
READY*
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FAMOUS FOR
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STYLING
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At better stores
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CONTINUED ON PAGE 123



"I'm from Milwaukee, I ought to know..."

*Blatz is Milwaukee's
Finest Beer!"*

says *Pamela Britton*

co-starring in "Watch the Birdie," an MGM Production

● "I'm a native Milwaukeean," says lovely Pamela Britton, "and I know that America's best beers are brewed right in my home town! And, of all Milwaukee beers, none equals Blatz. It's my favorite, and Milwaukee's favorite ...

because Blatz is Milwaukee's finest beer!"

Yes—official figures show that Blatz is the largest-selling beer in Milwaukee and all Wisconsin, too!

Today, try a bottle of Blatz!



Pamela Britton, unknown to many of her fans, is an accomplished equestrienne. But, Pam, as friends call her, is widely known as a gracious hostess. When Pamela entertains, she always has plenty of Blatz Beer on hand!



Follow the example of Pamela Britton and put Blatz high on your own shopping list. And be sure to ask for Blatz at your favorite tavern, club, restaurant, package or neighborhood store. It's Milwaukee's finest beer!

Milwaukee's first bottled beer





All Right...Let's Go

That's the squad leader's time-honored command to his men when rest is over and work remains to be done.

Today, however—and for many days past—this phrase has come to mean so much more than that to us and to the rest of the world.

Now, it is the rallying cry of peoples and nations determined to live together under a lawful system providing equal justice to all . . . powerful and weak alike.

But—like all rallying cries—it needed a voice . . . a man to say it . . . a man to make it stick. We had such a man for all the world to hear and see . . . the American Combat Soldier.

He was the first. He bore the brunt of the initial shock. He keeps the door of the future open while others take time to prepare.

He needs your help. He needs others serving alongside him. He needs volunteers. To all of you he says, "ALL RIGHT . . . LET'S GO." And he has earned the right to say it.

U. S. ARMY

VISIT YOUR NEAREST
U. S. ARMY AND U. S. AIR FORCE
RECRUITING STATION



Yesterday at 5 o'clock in the morning I set out in a barouche drawn by four horses abreast. The route from St. Petersburg to Schlüsselburg is bad in some parts. I counted many bridges of rotten planks, one of which seemed really dangerous to me. But human life is of little importance in Russia. With 60 million children can one have the feeling of a father?

On my arrival at Schlüsselburg I was received by the engineer. "I am sorry to hurry you," my host said to me, "but we do not have too much time for visiting the works which I have been ordered to show you in detail." I had foreseen the blow without being able to ward it off; I took it with resignation and let myself be conducted from water gate to water gate, always thinking with a useless regret of the fortress, the tomb of the young Ivan, which they did not want me to go near.

When I had thoroughly admired the site of Schlüsselburg, praised this natural phenomenon, contemplated, with the aid of a telescope, the position of the battery placed by Peter the Great to bombard the fortress of the Swedes, finally having expressed due appreciation for everything that scarcely interested me: "Let's go to see the inside of the fortress," I said with a most offhand and worldly air. "It is on a site which seems to me most picturesque," I added a little less adroitly, for above all in the art of finesse one must do nothing in excess.

I felt the full force of the searching look the Russian cast upon me; the mathematician-become-diplomat replied, "This fortress has nothing of interest for a foreigner, sir."

"No matter, everything is worthy of curiosity in a country as interesting as yours."

"But if the commander is not expecting us, they will not let us enter."

"You can ask permission to bring a traveler into the fortress; furthermore, I believe the commander is expecting us."

In fact we were admitted on the first message of the engineer, which made me suppose that my visit had been, if not announced as certain, at least indicated as probable.

The forbidden prison

RECEIVED with military ceremony, we were led under an arch and through a rather poorly protected doorway. After crossing a grass-covered court, we were taken—into the prison? Not at all, into the quarters of the commander. He did not know a word of French, but he received me with decorum, pretending to take my visit for a courtesy of which he alone was the object; he had the engineer translate to me the thanks he could not express himself. I had to be ceremonious and appear to talk with the wife of the commander, who likewise spoke scarcely any French. We had to take chocolate and busy ourselves with everything except visiting the prison of Ivan. Never was access to a fairy palace more ardently desired than I desired entry to this dungeon.

Finally, when the time of a reasonable visit seemed to me to have passed, I asked my guide if it was possible to see the interior of the fortress. A few words, a few glances were rapidly exchanged between the commander and the engineer, and we left the room.

I believed I had reached the goal of my efforts. The fortress of Schlüsselburg has nothing of the picturesque; it is an enclosure of not very high Swedish walls whose interior resembles a kind of garden where various low buildings have been dispersed. Nothing indicates that violence and mystery are at the bottom of things here; it is not revealed in their appearance. The almost serene appearance of this state prison seems to me more fearful to the mind than to the eye.

On leaving the governor's sitting room, they started by showing me the "superb ornaments of the church." The governor took the trouble to tell me himself that the four copes which were solemnly spread before me cost 30,000 rubles. Tired of so much affectation, I spoke quite simply about the tomb of Ivan VI; to that they responded by showing me a crack made in the walls by Czar Peter's cannon when he, in person, seized the Swedish fortress, Key of the Baltic.

"Ivan's tomb," I took up again, without being disconcerted, "where is it?"

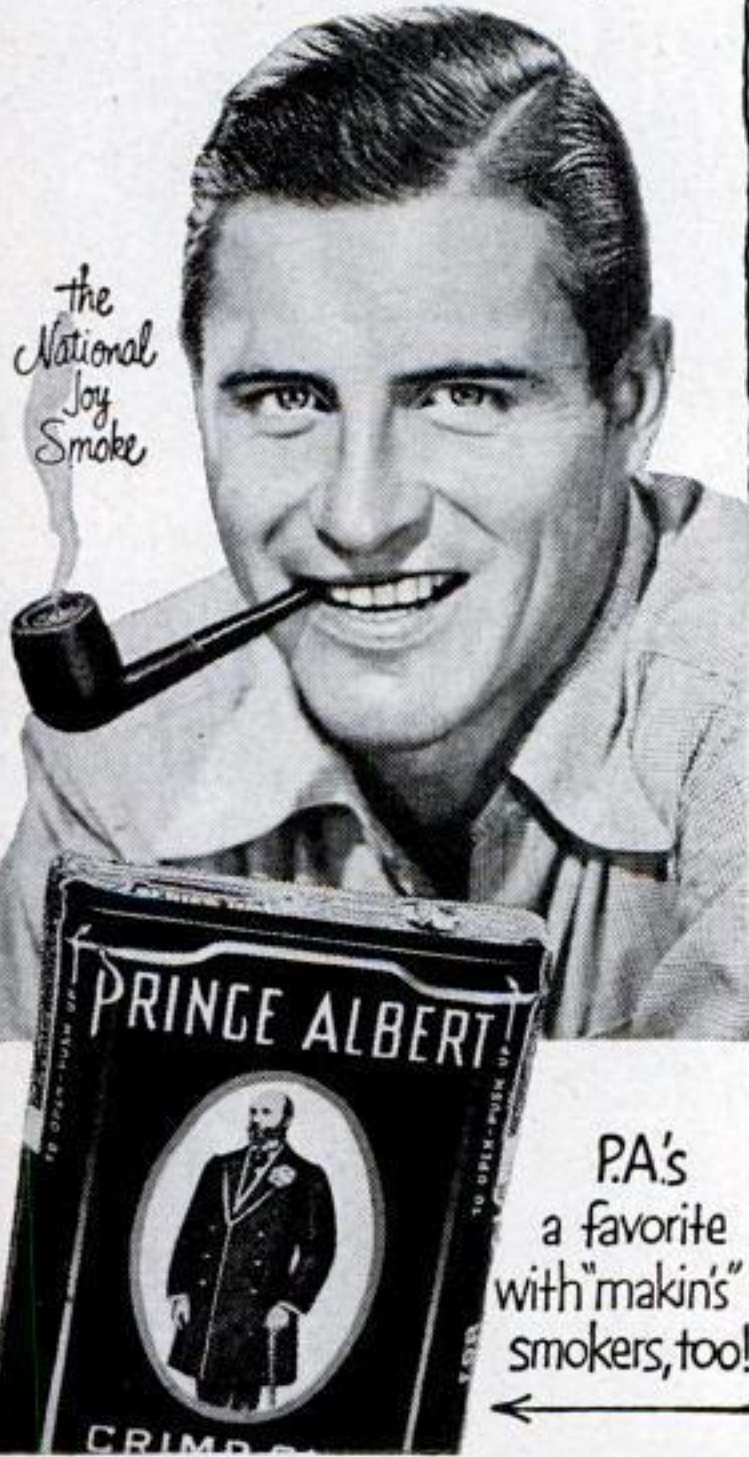
This time they took me behind the church near a Bengal rosebush. "It is here," they told me.

I concluded that victims do not have tombs in Russia.

"And Ivan's room?" I continued with some insistence.

The engineer told me in a low voice that they could not show me Ivan's room because it was in a part of the prison at present occupied by state prisoners. The excuse appeared legitimate to me, and I was expecting it. But the thing that surprised me was the governor's

"There's rich-tasting,
tongue-gentle
smoking comfort in
a pipeful of crimp cut
PRINCE ALBERT!"



P.A's
a favorite
with "makin's"
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Now you can get quicker, longer-lasting shaves from your Remington Electric Shaver—with sensational new Lectric Shave. Just dash a few drops on your face before shaving.

"Gives me a cleaner,
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Lectric Shave helps get rid of shaver-clogging perspiration, smooths down skin, helps save precious minutes.

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Lectric Shave conditions face and beard to help you get a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE—Use Lectric Shave with any make of shaver. At dealers everywhere—or send name and address to The J. B. Williams Co., Dept. LE-1, Glastonbury, Conn., U.S.A., for generous free bottle. (Offer good in U.S.A. and Canada only.)

**Lectric
Shave**
Makes electric shaving easier



*Trade Mark



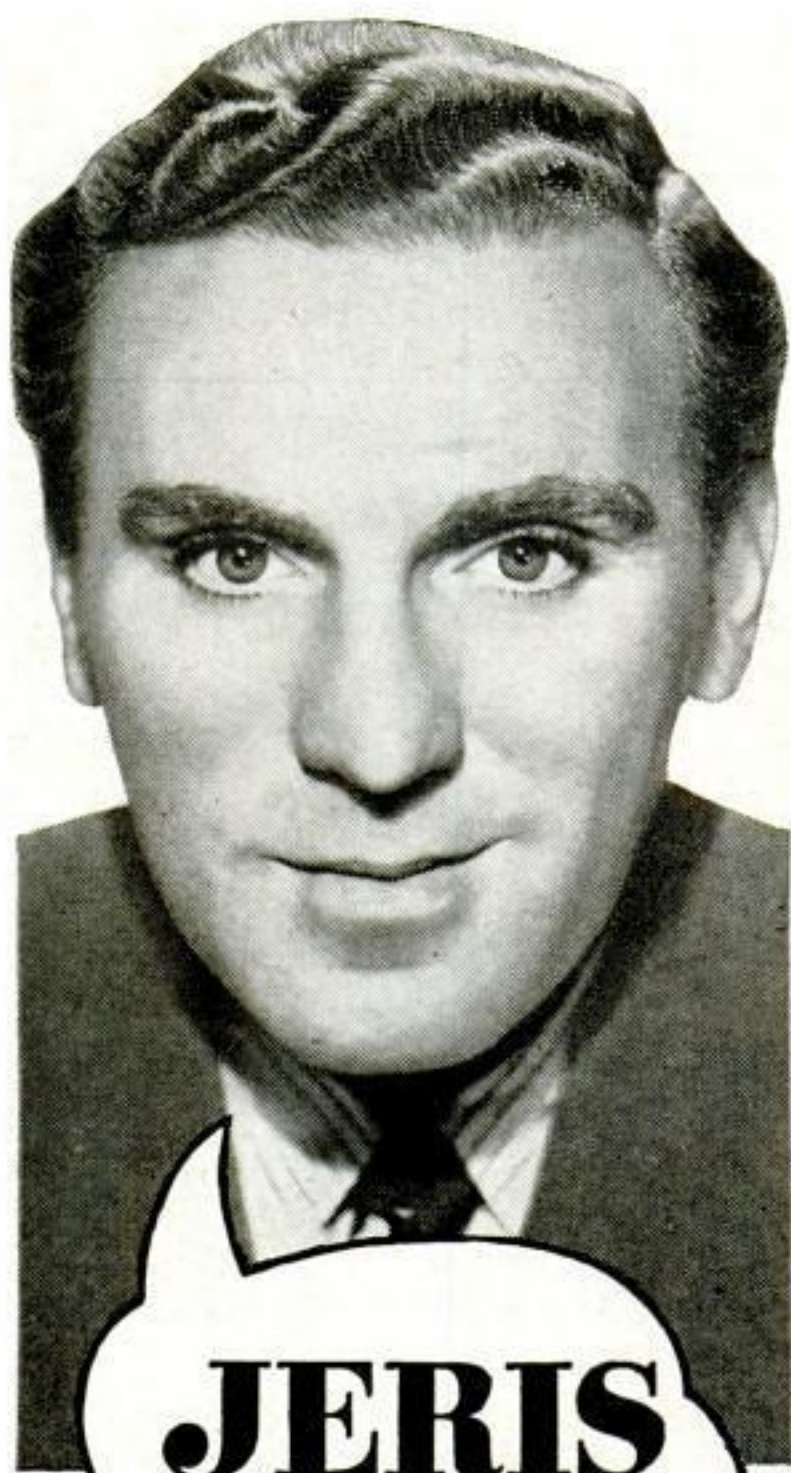
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good grooming,
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handsomer hair,

says *William Bendix*
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Only JERIS has all these five features:

1. Natural, greaseless good grooming.
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4. Dandruff germs* destroyed on contact.
5. Exclusive, fresh masculine fragrance.

Get JERIS today at drug counters
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When Jack's pate was oily
His hair appeal was nil
He switched to greaseless JERIS
And now he's
got his Jill.



JERIS
ANTISEPTIC
HAIR TONIC

*Pityrosporum ovale, which
many authorities recognize as
the cause of infectious dandruff.

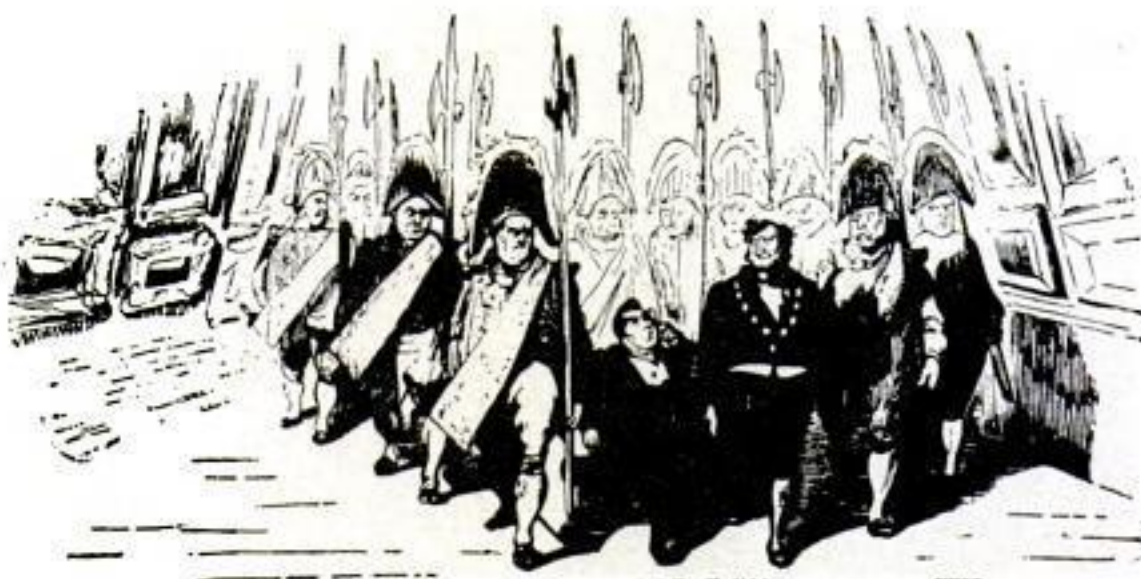


LIFE IN RUSSIA CONTINUED

anger; maybe he understands French better than he speaks it, maybe he had wished to deceive me in pretending to be ignorant of my language, or maybe he had grasped the sense of the explanation that had just been given me, for he severely reprimanded my guide whose indiscretion, he added, might someday become fatal.

Moscow, Aug. 8

There is everything at the Kremlin—it is a landscape of stones. The solidarity of its ramparts surpasses the strength of the stony masses that support them; the number and the form of its monu-



SIGHTSEER IN RUSSIA, escorted by official guides, found they very effectively blocked his view of anything he wished to see.

ments are a marvel. This labyrinth of palaces, of museums, of dungeons, of churches, of cells is frightening. Mysterious noises come out of the depths of the caverns; such dwellings cannot be suitable for beings like us. There one dreams of the most astonishing scenes, then shivers in remembering that these scenes are by no means pure invention. The sounds one hears seem to come out of the tomb; one believes in everything except what is natural.

To live in the Kremlin is not to live; it is to protect oneself; oppression creates revolt; revolt necessitates precautions; precautions increase the danger; and of this long series of actions and reactions is born a monster, despotism which has built itself a house in Moscow—the Kremlin!

The case of M. Pernet

MY correspondence as a traveler ends here. The account which follows completes my memoirs and was written in various places, beginning in St. Petersburg in 1839, then in Germany, and later in Paris.

Just as I was going to leave Moscow, a strange case was brought urgently to my attention and forced me to postpone my departure. I had ordered my post horses for 7 o'clock in the morning; to my great astonishment my valet awakened me at 4. I asked the cause of this promptness and he replied that he had not wanted to delay informing me of an event he had just learned about.

A Frenchman named Louis Pernet, who had been in Moscow a few days and was staying at the Kopp Inn, had been arrested in the middle of the night (that very night). After all his papers had been confiscated, he was seized and taken to the city prison and put in solitary confinement. The poor prisoner had in Moscow at that time no acquaintances other than a Frenchman named R ----. This M. R ---- was staying in the same inn as the prisoner.

As soon as I had dressed, I went to see M. R ----. I found him up and he seemed disturbed. When I told him the reason for my very early visit, he seemed embarrassed.

"It is true that I traveled with M. Pernet," he said, "but it was only by chance; we met at Archangel. I certainly am not one of his friends; I don't even know him."

"I know him even less," I replied, "but we are all three Frenchmen and should help each other in a country where our liberty, our lives can be threatened at any instant by a power that one recognizes only by the blows it strikes."

"I can do nothing for him; I am under no obligation to him, and I advise you, sir, to be very circumspect in any step you undertake in his behalf as well as in what you say. You forget where we are. He is in prison; how can one get to him? It is impossible."

On leaving this very cautious traveling companion, I began to think the case more serious than I had judged at first, and I thought that to inform myself on the real situation of the prisoner I would have to see the French consul. This second visit got me no farther than the first.

Although I had taken leave of everybody two days before, I decided to risk confiding in one of the Russians who had inspired me with the most confidence. When he saw me enter his room, he

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Quickly **RID STOMACH** of **GAS**

Do you ever suffer stomach gas, heartburn, from acid indigestion? Get amazing new BiSoDoL Mints for fast relief. Safe, gentle. BiSoDoL Mints give longer-lasting relief than baking soda — yes, hours of relief. Refreshing, minty flavor sweetens sour mouth, stomach. So relieve heartburn, upset stomach, from too much food, drink, smoking. Sleep all night long when acid indigestion strikes. Carry new BiSoDoL Mints for fast relief — anywhere, anytime. 10¢.

BiSoDoL—Reg. U. S. Pat. Off.



CANDIES

5¢



I'm a fierce and terrible pirate
I've a super treasure, too
It's a box of HEIDE JUJUFRUITS
I'm splittin' with my crew

HENRY HEIDE, INC. NEW YORK, N. Y.

CONTINUED ON PAGE 126

NOW...FOR YOUR CHILD

The *Right* Hot Drink at Breakfast!

Your Own Child May Not Be Getting Proper Breakfasts!

The Most Important Meal of the Day!

Nutrition experts more and more are coming to recognize that breakfast may well be the most important meal of the day. Children, they tell us, should get from a quarter to a third of their daily food requirements at breakfast.

What's more, it is known that children need two or three times as much of certain vital food elements, in proportion to their size and weight, as we adults do.

Scientific findings make it plain that there is a real need for better breakfasts among children the year 'round. This need exists even for many children whose parents least suspect it.

The U. S. Bureau of Human Nutrition advises: "Eat a good breakfast to start a good day." And it adds, "Something *hot* is cheering, and tones up the whole digestive route."

Hot Ovaltine furnishes nourishing food essentials to improve a child's breakfast nutritionally. And as part of a good hearty breakfast it helps put him in a cheerful mood to start the day right!



Hot Ovaltine Takes No Extra Time!

Fix it While Your Coffee Brews!

It takes no extra time, while you're waiting for your morning coffee, to prepare a cupful of hot Ovaltine for your child. Just heat the milk, not-too-hot, stir in the Ovaltine. Children enjoy the tasty goodness of hot Chocolate Flavored Ovaltine. And it's so *right* for them, to help make their breakfasts more nourishing and complete.

Surveys Indicate That Great Many Children Fail to Get a Good Breakfast!

When your child eats a good breakfast he gets a better start for the day. Yet surveys indicate that a shockingly large number of children fail to get breakfast that nutritionists consider adequate.

Hot Ovaltine at breakfast helps a child get off to a good start in the morning. It has a soothing, comforting effect, helps put him in a happy frame of mind to meet the day.

Quick Food Energy

Remember, too, that Hot Ovaltine is a highly nourishing food drink. It furnishes quick food-energy, in addition to generous supplies of other elements that are essential to the good health of every child.

Give your child a cupful of delicious hot Chocolate Flavored Ovaltine every morning. See if he doesn't enjoy his whole breakfast better!

Children, Too, Want a "Spark Plug" to Start Them Off in the Morning!

Enjoy your hot coffee at breakfast? Most grown-ups do. Well, then . . . remember that children can enjoy—and benefit from—the *right* hot drink at breakfast, too!

Chocolate Flavored Ovaltine mixed with hot milk as directed is the *right* kind of hot drink to give your child at breakfast. It is *right* three ways:

First, it supplies essential vitamins, proteins and minerals that children *must have* for good growth and robust health. It is a rich supplementary food that fills in the gaps and chinks which may occur in children's breakfasts, even in the best of homes.

Second, its soothing comforting warmth helps to put little folks at ease to enjoy and digest their breakfasts.

Third, Ovaltine itself is quickly and easily digested—starts giving out its bracing food-energy by the time children reach the schoolroom.

So, to insure a more adequate breakfast for your child, serve Hot Ovaltine every morning—as an addition to, not a substitute for—the other foods he eats at breakfast.

HOW OVALTINE SUPPLEMENTS MILK

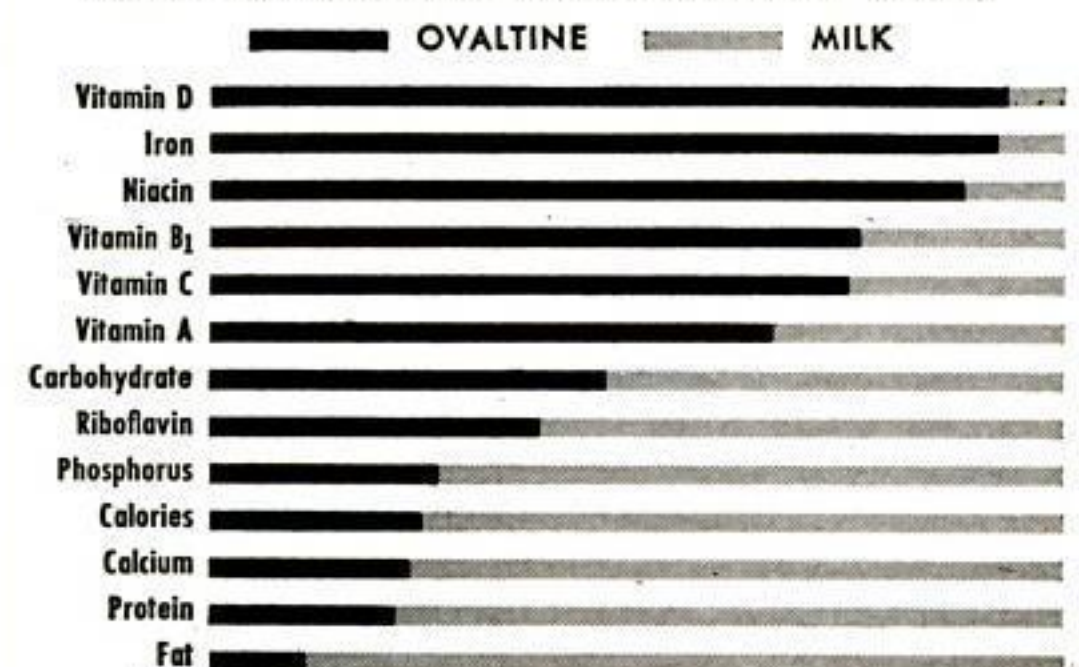


Chart shows proportions of total food essentials furnished by the Ovaltine and by the plain milk in a serving of Ovaltine beverage. Notice how Ovaltine is richest in the essentials in which milk is low and which children need in liberal amounts.



Mid-Morning Let-Down Affects School Work!

When children act dull, tired, listless in the middle of the morning, look first to their breakfast! Authorities agree that an inadequate breakfast can cause poor concentration, lack of alertness, and consequently lower grades.

They say, too, that when a child does not get enough breakfast, he cannot readily make up for it at other meals without overeating. A really good breakfast gives your child the kind of start he needs if he is to do his best at school and play.

OVALTINE

THE HOT FOOD DRINK FOR CHILDREN
THAT'S *RIGHT* FOR
BETTER BREAKFASTS!

Ovaltine costs so little compared to the good it can do, you'll want to serve hot Ovaltine with your child's breakfast every morning! Use only three teaspoonfuls of Ovaltine to a cup of hot milk.



TWO KINDS: CHOCOLATE FLAVORED AND PLAIN

DOES MORE THAN
**LAZY
LAXATIVES**



Phillips' Milk of Magnesia

not only relieves constipation,
but accompanying acid
indigestion, too!



THREE TABLESPOONFULS FOR CONSTIPATION!

Get more complete relief when irregularity troubles you. Take Phillips' Milk of Magnesia and you get this more complete relief because Phillips' does more than lazy laxatives which only relieve constipation. Phillips' also relieves the acid indigestion that frequently accompanies constipation!

ONE TABLESPOONFUL FOR ACID UPSET! Phillips' contains one of the fastest, most effective neutralizers of excess stomach acids known. Brings amazingly fast relief from upset stomach, gas, heartburn and other symptoms of acid indigestion.

LIQUID PHILLIPS' AVAILABLE IN 75¢, 50¢ and 25¢ BOTTLES
PHILLIPS' TABLETS IN \$1.00, 50¢ AND 25¢ SIZES



Only five times in the past century has Easter come as early as it will this year, on March 25. What's more it won't arrive this early again until the year 2008. (It's nice to be able to predict *something* that far ahead!) We volunteer this information for the benefit of all those men who are in

the custom of buying a new suit for Easter. If they haven't ordered it yet, they'd better hurry.

Spring arrives even earlier, on March 21, and if you want to greet the vernal season in style, take note of the young man in the Hart Schaffner & Marx color advertisement elsewhere in this issue (shown in miniature above). He is wearing a Palette Tone Diagonal, one of a family of smart patterns that include self-colors and conservative over-checks.

In addition, your Hart Schaffner & Marx dealer will show you many other fabrics and patterns that will be popular this year. There is one that will best fit your need and inclination, just as there is a size and shape to fit your figure precisely.



AT COURT BALL, Doré commented in connection with this drawing, one got the impression that the emperor was the best-looking man one could see.

LIFE IN RUSSIA CONTINUED

already knew what had brought me. Without giving me time to explain he said that by a strange chance he knew M. Pernet personally, that he believed him innocent, that the cause of this affair seemed to him inexplicable, but that he was sure only political considerations could have brought about such an imprisonment. He finished with these words: "You are neither his relative nor his friend; you take only the interest in him that you think you should take in a fellow countryman, in a man you know to be in trouble: you have already acquitted yourself of this praiseworthy sentiment. Take my advice and leave."

"But if I left," I cried, "I would not have a moment's rest: I would be pursued by remorse in thinking that this poor man had no one but me to help him and that I had abandoned him without doing anything for him."

"Your presence in St. Petersburg, on the contrary, can become useful to M. Pernet. You will tell the French ambassador what you know about the imprisonment."

Since it had been proven that I could do nothing here, I thought I would leave immediately. But the slowness of my guide, who undoubtedly had to make another report on my activities, delayed me the rest of the morning. I could not get the post horses back until 4 in the afternoon; at quarter past four I was on the road to St. Petersburg.

I didn't arrive in St. Petersburg until four days later. Barely down from my carriage, I hastened to see the ambassador. He still knew nothing about the arrest of M. Pernet, and appeared surprised to learn it from me, especially when he knew I had been on the road almost four days.

The attention with which the ambassador listened to me, the assurance he gave me that everything would be done to clarify this matter, put my conscience at rest and dissipated the phantoms of my imagination. The fate of M. Pernet was in the hands of his natural protector.

So that the reader will not be left in ignorance—as I was for six months—concerning the fate of the prisoner in Moscow, I am inserting here the facts which I did not learn until after my return to France concerning the imprisonment of M. Pernet and his release.

A political prisoner's story

ONE day toward the end of the winter of 1840 I was told that a stranger was at my door and wished to speak to me. On entering my room he said, "Sir, I learned your address only yesterday and today I hastened to see you; my name is Pernet and I have come to thank you, for I was told in St. Petersburg that I owe my liberty and, consequently, my life to you."

He told me he had been detained in the Moscow prison for three weeks, four days of which were spent in solitary confinement. The first two days he was left without food. No one questioned him; he was alone. During 48 hours he believed he was destined to die of starvation, ignored in his cell. He heard resounding blows of the whip, the sounds of frightful sobbing and crying, the screams of the victims, the threats and imprecations of the executioners.

Finally M. Pernet was taken out of this cell, always without explanation, and transferred to another part of the prison. From there he wrote to M. de Barante, the French ambassador. This letter never reached its destination.

Three weeks passed in an ever-increasing anxiety, for it seemed there was everything to fear and nothing to hope for. At the end of this time he was released without further ado and without ever being able to find out the cause of his imprisonment.

My insistent prodding finally elicited from M. Pernet that on his first trip to Russia he had been given in his passport the title of merchant and on his second that of lawyer. He added something more

CONTINUED ON PAGE 129

new glamour for your home!

Surprisingly priced at \$229⁵⁰ for sofa and chair



Pillow Back Sofa and Chair in Jacquard Mohair Frieze

This glamorous new Kroehler Cushionized Furniture is beautifully upholstered in sculptured, high-loop mohair friezes . . . in many interesting patterns and stylish colors. Both sofa and chair are yours for only

Terms available.

\$229⁵⁰

Your living room becomes glamorous instantly with this smart, new Kroehler Furniture. See its modern, low-slung, streamlined simplicity. Notice the luxurious fabric . . . the finger-thick cord that trims the base and outlines the deep, soft pillow backs. Buy Kroehler Cushionized* Furniture for extra comfort—sold only by Authorized Dealers.

*Reg. U.S. Pat. Off.

Cushionized furniture
is made only by

KROEHLER

(Say KRAY-LER)

WORLD'S LARGEST FURNITURE MANUFACTURER

Kroehler Mfg. Co., Chicago 11, Illinois • In Canada: Stratford, Ont.





Take the newest fashion stand in
COLOR-TUNED NYLONS

Most enchanting fashion notes of Spring . . . exquisitely sheer stockings color-tuned for perfect costume harmony! In Larkwood's three high keys: "*Polonaise*" for navy and jewel colors . . . "*Allegro*" for pastels, brilliant colors and black . . . "*Lyric*" for violet and new pale neutrals. At leading stores everywhere.

Made by Chadbourn Hosiery Mills, Inc., Charlotte, N. C.

LOVELY, LOVELY

Larkwood



Vamp-Top: patented V-reinforcement keeps seams straight, fits and feels better.

Volu-Metric Knitting: gives exact proportioning for Small, Medium, Tall legs.

Vamp-Toe: exclusive V-shaped toe complements fashion's low-cut shoes.

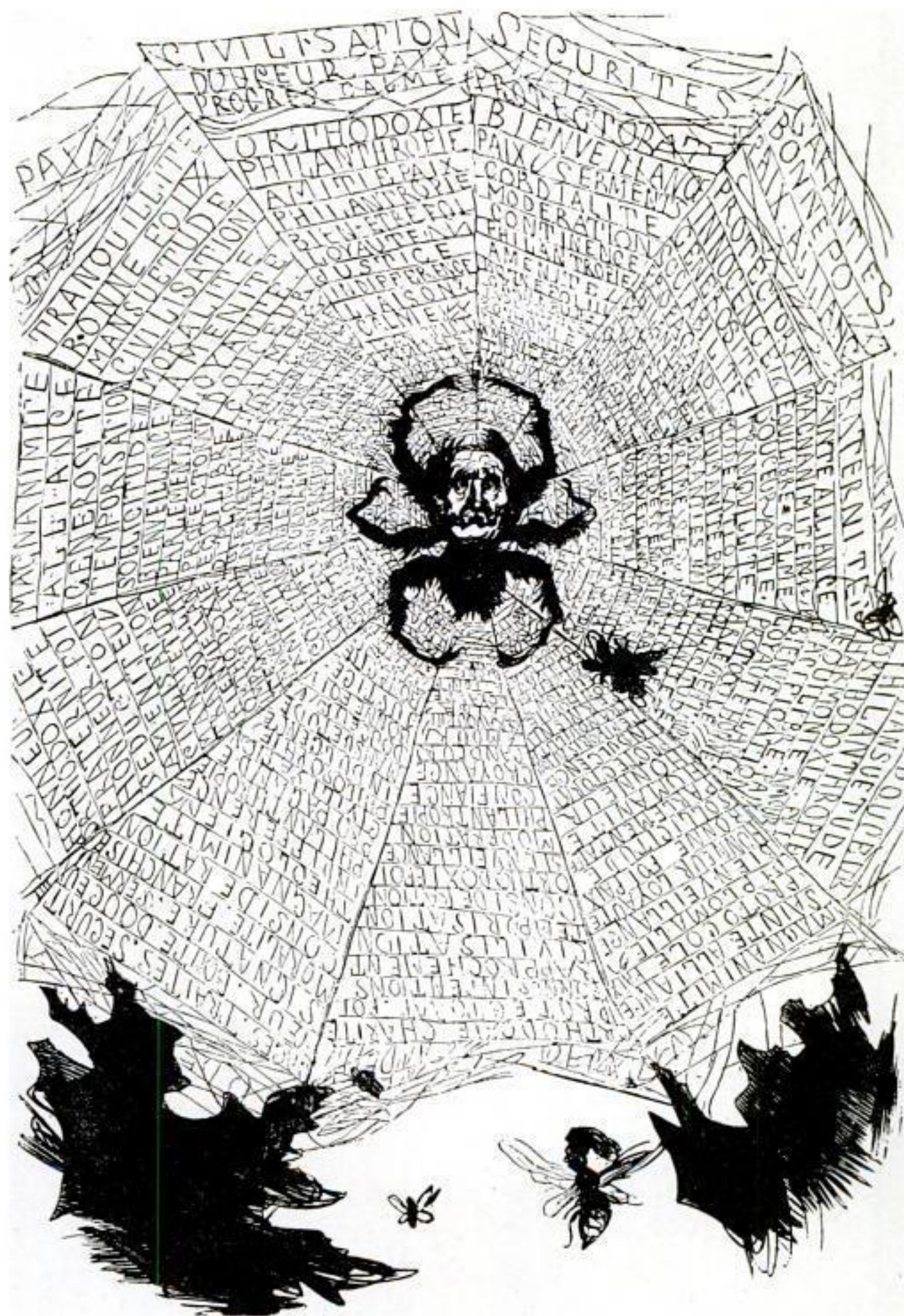
serious: before arriving at St. Petersburg he had freely expressed his opinion against Russian despotism in front of several individuals whom he did not know. He assured me, in leaving, that he could not recall any other circumstances that could have motivated the treatment he had experienced in Moscow.

The kneeling slave and world domination

An inordinate, a boundless ambition, the kind of ambition that can take root only in the soul of an oppressed people and be nourished only on the misery of an entire nation is now astir in the hearts of the Russians. This essentially aggressive nation, greedy from want, lives in a state of submissiveness so degrading that it seems to be expiating in advance its hope of exercising tyranny over others. The anticipated glory and riches divert its thoughts from the shame it suffers. To cleanse himself of his impious sacrifice of liberty, the kneeling slave dreams of world domination.

Russia sees Europe as a prey which our dissensions will sooner or later deliver up to her; she foment anarchy among us in the hope of profiting by a corruption she promotes because it is favorable to her views. But the future, that brilliant future dreamed of by the Russians, does not depend on them. If passions calm themselves in the West, if union is established between governments and subjects, the avid hope of the conquering Slavs will become an idle fancy. Therein lies the danger of allowing them to interfere in our policy and in the counsels of our neighbors.

It is necessary to have lived in this solitude without rest, in this prison without leisure that is called Russia in order to be conscious of all the freedom one enjoys in the other countries of Europe, whatever form of government they may have adopted. Whoever has really seen Russia will find himself content to live anywhere else. It is always good to know that a society exists where no happiness is possible because, by a law of his nature, man cannot be happy unless he is free.



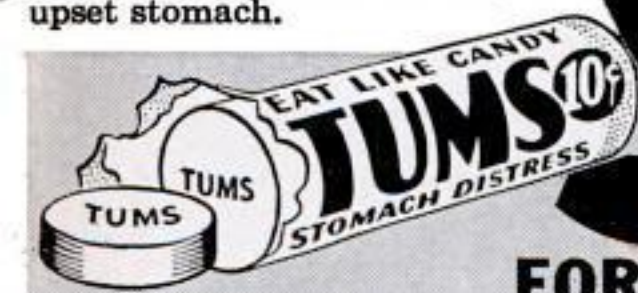
THE RUSSIAN SPIDER'S WEB, as Doré drew it in the 1850s when France and Britain were fighting the Crimean War against Russia, included themes which are dear to the Soviet Union today: fraternity, guarantees, good faith, peace, friendship, morality, justice, honor, happiness. The face was probably modeled after Czar Nicholas I, who ruled at the beginning of the Crimean War.

Torture My Stomach with Baking Soda?

NEVER AGAIN!

TUMS

Tums contain no soda. Cannot over-alkalize or cause acid rebound. Tums don't irritate delicate stomach or intestinal lining. At the first sign of acid indigestion — gas, heartburn — take one or two Tums like candy mints. Almost instantly Tums neutralize excess acid... soothe and settle upset stomach.



GUARANTEED TO CONTAIN NO SODA

FOR THE TUMMY

✓ TRY ONE OR TWO TUMS AFTER BREAKFAST SEE IF YOU DON'T FEEL BETTER

Don't GO "JEAN JAZZY" with silly DO-DADS GO "Authentic Western" with



- ★ ZIPPERS
- ★ SANFORIZED 8oz. Blue Denim
- ★ COPPER RIVETED
- ★ DOUBLE KNEES In Sizes 4-14
- ★ DOUBLE STITCHED with Orange Thread In Sizes 1-22 Husky Sizes, Too

\$269 Anywhere in U.S.A. Guaranteed Satisfaction

Hey! - Authentic Western Jeans for GIRLS, Too! ALL SIZES - \$3.45



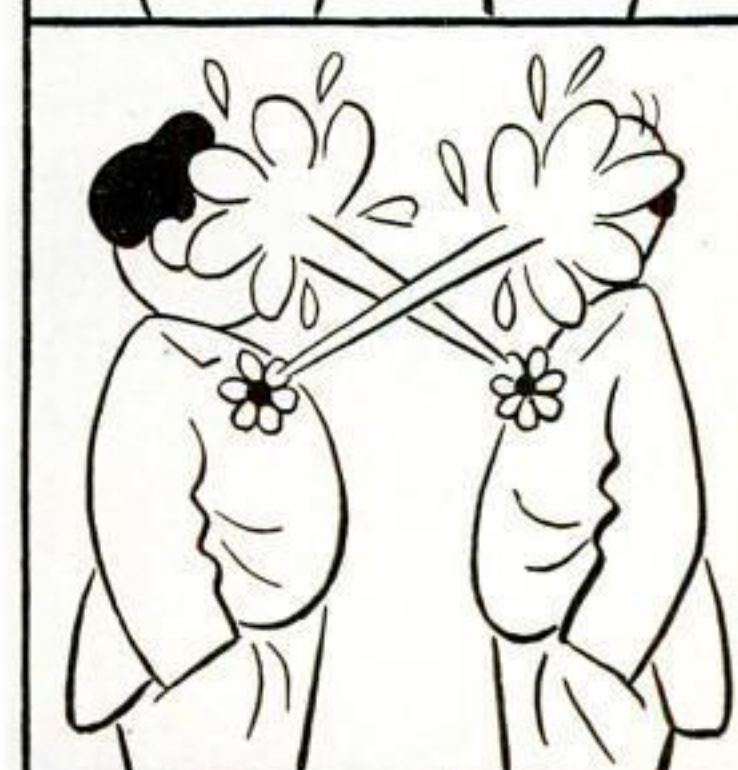
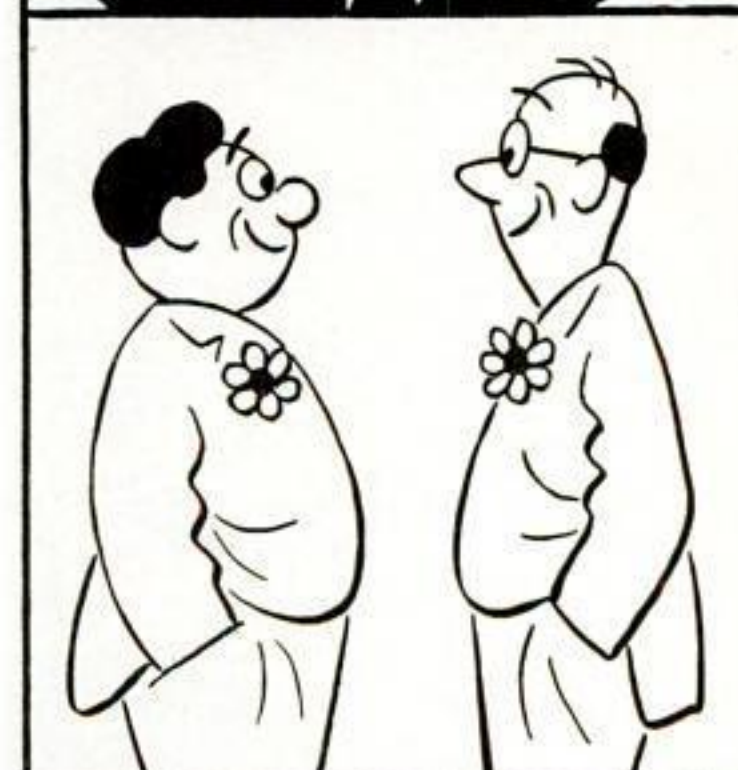
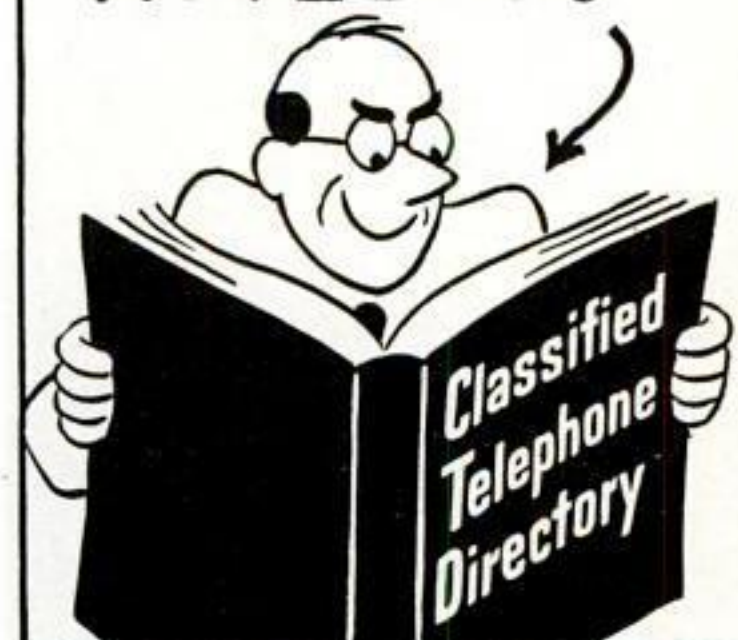
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LOOKING for SOMETHING?

NOVELTIES



NOVELTIES



To find the products you need — use the **YELLOW PAGES** OF YOUR TELEPHONE DIRECTORY





THIRD AND FOURTH GRADERS GET OFF TO A SCRAMBLING START IN A 220-YARD RACE AT ROYCE PARK RINK IN WINTER SPORTS



KIDS' SKATES are kept handy at Jefferson Public School so that owners can grab them easily at recess time and start skating right away outside the school.

A Community

ESCANABA, MICH. HAS BIG WEEK

The ice-skating season begins in Escanaba, Mich. early in December, when the inshore waters of Green Bay, off Lake Michigan, begin to freeze over, bringing out the town's more enthusiastic skaters. By Christmas time almost all 15,000 Escanabans are out skating—on the lake, the town's big indoor rink, its six outdoor rinks, the innumerable backyard ponds and even the streets and sidewalks (*below*). With consistently low temperatures (the mercury dropped to 22 below in January) Escanaba has good skating until the middle of March. Older Escanabans jam the rinks evenings for skating to amplified music. For youngsters the town operates an exchange where small skates can be turned in for larger sizes.

In the middle of February, Escanaba's skating season reaches its climax with races, intramural hockey games and the year's biggest event: the ice revue. Rehearsals for this year's show began shortly after Christmas. John Nystrom, a locomotive engineer on the Chicago and North



STREET SKATING is convenient way to get to the town's public rinks. Snow, packed down by cars and frozen by occasional thaws and rains, makes good surface.



PROGRAM. MORE THAN 700 KIDS TOOK PART IN THE RACES

Skating Show

WITH RACES AND AN ICE REVUE

Western, took his skates along on each trip and practiced during layover time down the line. Schoolteacher Eleanor Hendrickson (*left*) not only conducted skating lessons and show rehearsals among her pupils during recesses but also practiced the number she herself would perform at the show. High school students did their homework at the rink while waiting to rehearse. An Army private who had performed in previous shows came back on furlough to take part. The municipal indoor rink was taken over, forcing the town's hockey team to retreat to a smaller arena, and five public performances were put on. Only two minor hitches developed: one when a dog got loose from his leash and failed to make a proper entrance on opening night, and another when unaccountably warm temperatures at the Sunday matinee made the ice soft and caused a few sudden spills. But 6,000 Escanabans watched with civic pride and delight as their fellow Escanabans, young and old, put on one of their best ice shows in years.



SEWING BEE is held at the indoor rink building. Over the past 11 years the ice revue has built up a backlog of costumes which are now worth more than \$7,000.



YOUNGEST SKATER was 25-month-old Helen Jeane LeCaptain, who was in Mother Goose number (*next page*). Mother, former professional, directed revue.



If you love me like I love you Only Sergeant's care will do!

There's a Sergeant's Dog Care Product for just about every need. For worms, for instance, Sergeant's SURE-SHOT® and Puppy Capsules. Others for insufficient vitamins, fleas, ticks, ear ailments, itching. All safe, sure, easy to use. All veterinarian-tested. Trusted for 76 years. **FREE:** famous Sergeant's Dog Book—a wealth of information. At drug or pet store—or write Sergeant's, Dept. A-8, Richmond 20, Virginia.



Sergeant's® dog care products

check Skin Torment

For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world-famous, cooling, medicated, liquid **D.D.D. PRESCRIPTION.** Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 43c trial bottle proves it, or your money back. Ask your druggist today for **D.D.D. PRESCRIPTION.**

Always have
a Sharp
pencil—

GET A
Scripto
MECHANICAL PENCIL

25¢

SCRIPTO, INC.
Makes the largest
number of mechanical
pencils in the world.

GOING ABROAD?

The International
Edition of **LIFE**

is available in every country
this side of the iron curtain. On
sale at newsstands in all prin-
cipal cities or through the con-
cierge at your hotel. Continue to
see LIFE as you see the world.

Don't Be FAT!

Take R.D.X. Tablets before meals to help you curb your appetite for unneeded foods. Between meals, R.D.X. Tablets help you stave off hunger that causes you to overindulge in fattening snacks. Reducing becomes more pleasant, a more enjoyable way of eating.

If your doctor has told you to take off weight, ask him about the wonderful new R.D.X. Tablets and Reducing Plan. R.D.X. Tablets contain no harmful drugs.

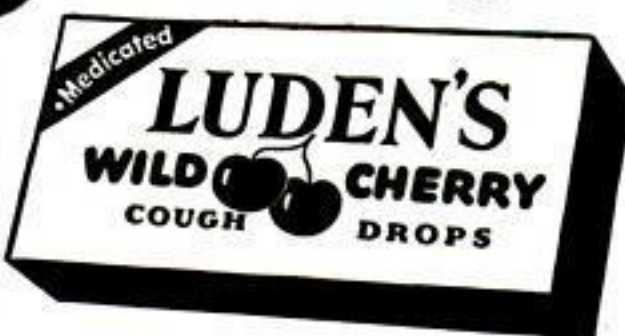
Let The Scales Show You. You do want to lose weight, don't you? Then buy a package of R.D.X. at your drugstore today and follow the R.D.X. Reducing Plan. You lose weight or money-back.



CHILDREN LOVE — NEW LUDEN'S WILD CHERRY COUGH DROPS 5¢



FLAVORED TO TASTE GOOD!
MEDICATED TO DO GOOD!



Skating Show CONTINUED

TWO-YEAR-OLD IS A STAR



TRYING ON COSTUME, Helen Jeane sits on the floor while her mother, Mrs. Jeanette LeCaptain, fits the trousers. Mr. LeCaptain is a schoolteacher.



PRACTICING, Helen Jeane is guided around a public rink by her mother.



MADE UP, Helen Jeane gets a final primping backstage on opening night.



PERFORMING, she does her part in *The Old Lady in the Shoe*. She skated carefully, tumbled only once on opening night, received tremendous applause.

CONTINUED ON PAGE 134

De Luxe:
specially
elegant...
uncommon.

WEBSTER



*Walker's De Luxe is a straight Bourbon whiskey,
elegant in taste, uncommonly good—a Hiram Walker whiskey.*

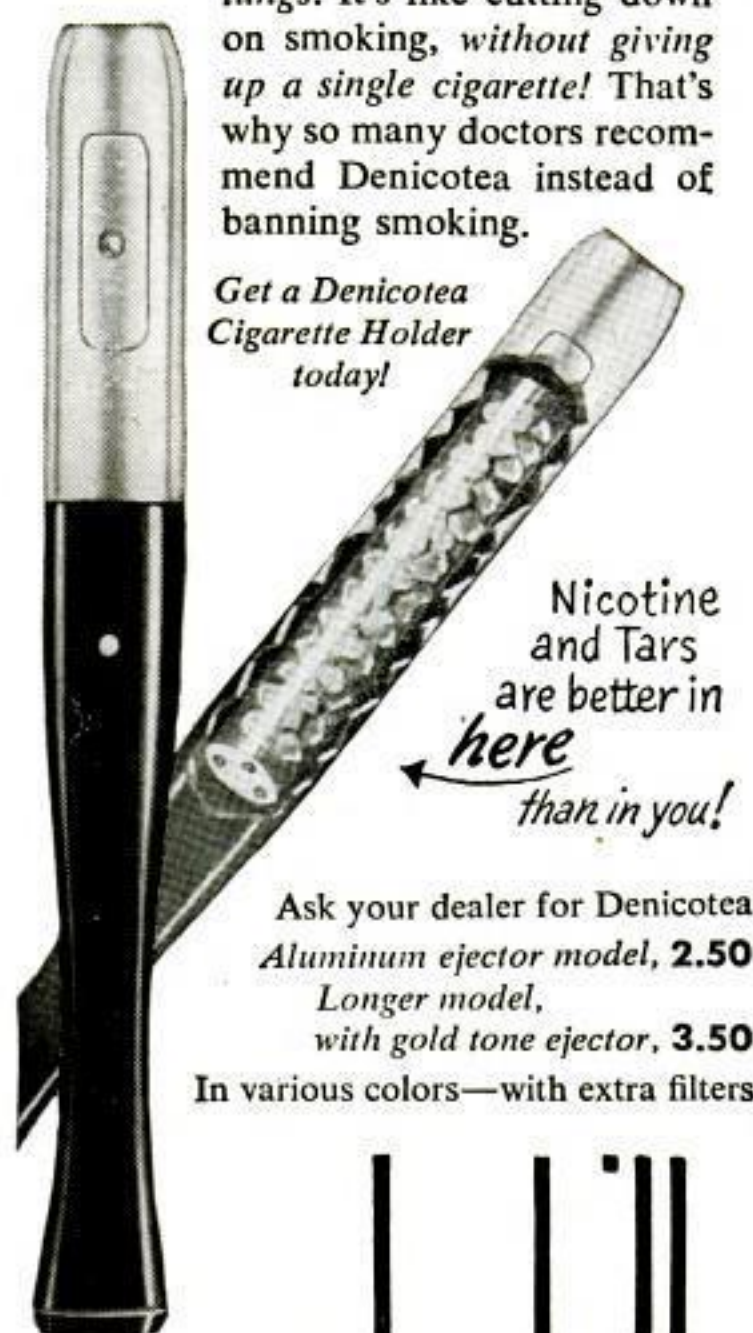
Hiram Walker & Sons Inc., Peoria, Ill. 86 Proof.



Makes your
favorite
cigarette
less
irritating!

■ The Denicotea Holder filters any cigarette—even filters the filter cigarettes. You can see the poisons it removes. The irritants trapped in the Denicotea Crystal Filter can't reach, can't harm your nose, throat, sinuses or lungs. It's like cutting down on smoking, without giving up a single cigarette! That's why so many doctors recommend Denicotea instead of banning smoking.

Get a Denicotea Cigarette Holder today!



Nicotine and Tars are better in here than in you!

Ask your dealer for Denicotea Aluminum ejector model, 2.50
Longer model, with gold tone ejector, 3.50
In various colors—with extra filters

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DE-NICOTEA
CRYSTAL FILTER CIGARETTE HOLDER

Skating Show CONTINUED



OLDEST PERFORMER was 72-year-old Peter C. Dube, former skating trainer, who sharpens skates in workshop. He gave racing exhibition (right).

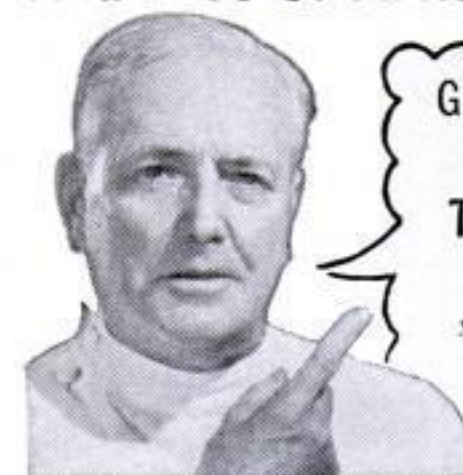


DELIBERATE SPILL is neatly executed during comedy act *Ballet Ruste*, in which four ballet students try hard to learn, fall down or sail into audience.



BIG FINALE, entitled *Watching the Trains Come In*, had an elaborate set made to look like a railroad station and a bag-toting redcap chorus (above).

How To Keep FOOT HAPPY And Free of ATHLETE'S FOOT



GIVE THE SAME
ATTENTION
TO YOUR FEET
AS YOU DO
YOUR HANDS
AND FACE

Use Dr. Scholl's Foot Powder Every Day!

1. Relieves Hot, Tender, Chafed, Tired, Sensitive Feet . . .
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3. Helps Prevent Athlete's Foot

For real relief and day-long walking ease—use foot health promoting Dr. Scholl's Foot Powder every day. You'll find this scientifically compounded foot powder delightfully soothing, refreshing. It's the famous formula of America's outstanding foot authority. Start using it today and make it a daily habit. At Drug, Shoe, Department and 5-10¢ Stores.



FREE sample and booklet on Foot Care. Write Dr. Scholl's, Chicago 10, Ill.

SLUGGISH TODAY? After 35, Do This —

Use all vegetable Serutan designed especially for folks over 35. *Serutan is different.* Acts with Nature to give you daily regularity. Results are so pleasant, you'll be reminded of your younger days. What a wonderful feeling to be regular again! Get Serutan at your drugstore today. Money-back guarantee.



THE NAME FOR GAME

Marlin
Fine Guns Since 1870

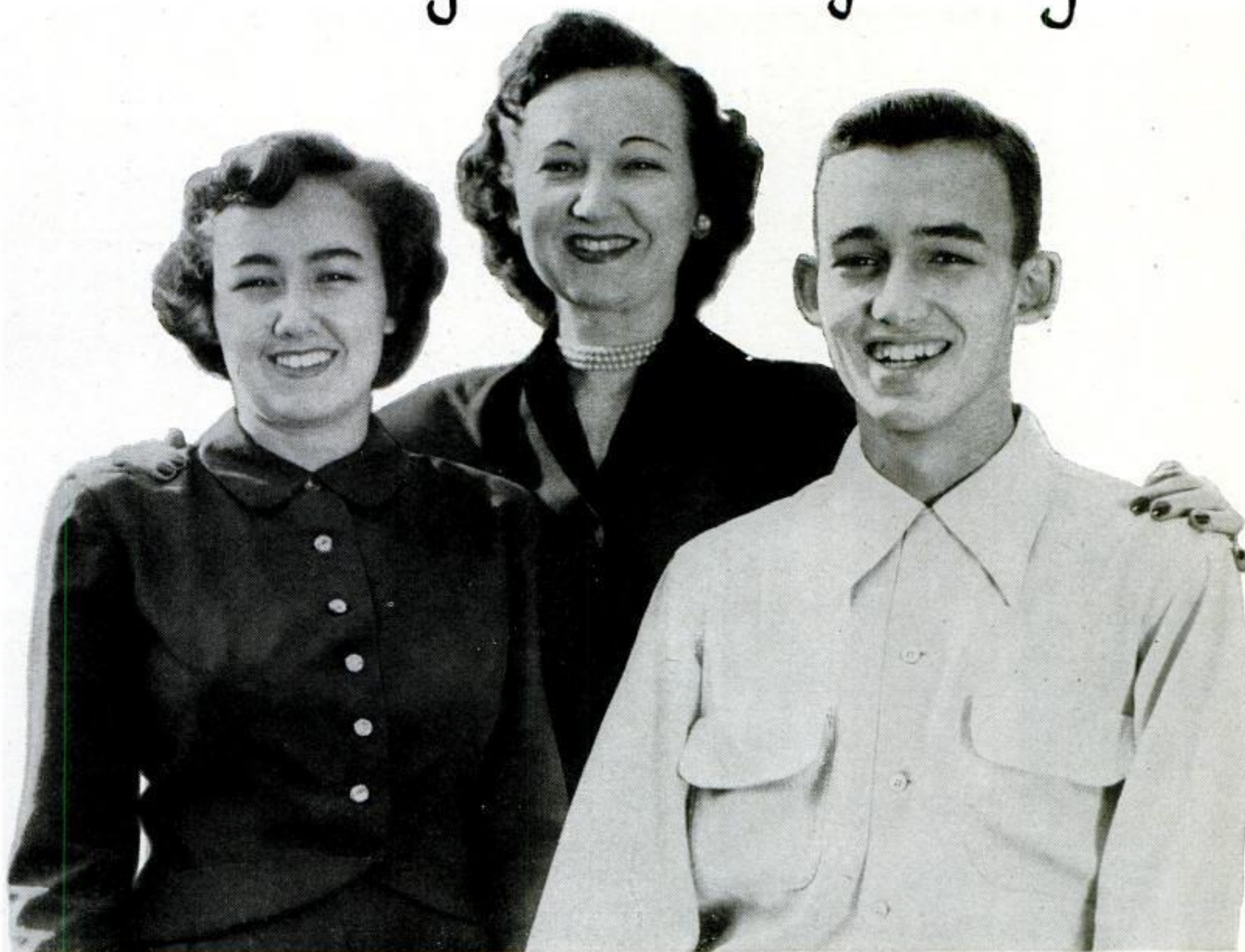
THE MARLIN FIREARMS COMPANY
also makers of sensational new magnetized
MARLIN RAZOR BLADES



"The bonds I bought for our country's defense
—will see my twins through college!"



"I'm an executive secretary, working for the works manager of the U. S. Naval Ordnance Plant in Indianapolis. Way back in 1942 I enrolled in the Payroll Savings Plan when bonds were needed to help win the war. I began putting 10% of each week's pay into bonds and have bought them regularly ever since. So far I haven't cashed one!"



HOW U. S. SAVINGS BONDS ARE PAYING OFF FOR MRS. MARY CALLON OF INDIANAPOLIS, INDIANA

"I have twin reasons for buying bonds," says Mary Callon, introducing 17-year-old Janet and Jack. "The fact that I've been a widow since my children were 8 isn't going to deprive them of their right to a college education. The U. S. Savings Bonds I've been steadily buying are going to see them through!"



"Through careful managing, the twins and I live comfortably and have fun—knowing that our savings are being taken care of for us, systematically and automatically, by the Payroll Savings Plan. It's the plan every breadwinner should follow—you've no idea how free you'll feel when it takes the money worries off your mind!"

Mrs. Callon's story can be your story, too!

What Mary Callon did, you can do, too—and just as easily! The important thing is to start your program *today*! Just take three simple steps.

1. Make one big decision—to put saving first, before you even touch your income.
2. Decide to save a regular amount *systematically*, week after week or month after month. Even a small sum, saved on a systematic basis, becomes a large sum in an amazingly short time!
3. Start saving automatically by signing up

today in the Payroll Savings Plan where you work or the Bond-A-Month Plan where you bank. You may save as little as \$1.25 a week or as much as \$375 a month. If you can set aside just \$7.50 weekly, in 10 years you'll have bonds and interest worth \$4,329.02 cash!

You'll be providing security not only for yourself and your family but for the free way of life that's so important to us all. And in far less time than you think, your plans will turn into reality, just as Mary Callon's are doing today.



"How thrilled I'll be when I see Jack and Janet enrolled next fall at Butler University! And I'll have my U. S. Savings Bonds to thank. I'll go on buying bonds too—they're the world's best investment. Then some day, when the twins are through school, my bonds will take me on a long vacation to the places I've always wanted to see!"

**FOR YOUR SECURITY, AND YOUR COUNTRY'S TOO, SAVE NOW—
THROUGH REGULAR PURCHASE OF U. S. SAVINGS BONDS!**



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from LIFE, January 30, 1950 by Gjon Mili

WHAT'S IN A PICTURE . . .

This LIFE picture is something new in the photography of art. It shows the modern artist, Picasso, in the actual act of creation. He is not staring at the camera or at us. He is alone with his art and is seeing, through the eyes of his genius, a strange image in space.

We are detached observers watching as Picasso draws the image with a flashlight. Through this photograph we are able to see him at work even better than if we were right in his studio.

Pictures like this show us things impossible for

us to see in actuality. Even the photographer could not see this picture as he took it because it consists of two images on the same negative. It was a deliberate double exposure. First the photographer set off his big lights to record Picasso and the background at the very moment Picasso began to draw. Then the camera shutter stayed open while the artist, in total darkness, drew the centaur-like image with a flashlight. Through the imaginative use of camera devices, photography can show us a new world and enchant us with its magic.

. . . to see life . . . to see the world . . . to eyewitness great events

LIFE

Claude Rains drinks the best...he chooses
smooth, sociable Schenley!



MILLIONS SAW CLAUDE RAINS AS CAESAR when he played this exciting role on the screen. Caesar took many chances—but *not* Claude Rains! Like all famous stars, Claude Rains is expected to serve the best. "I choose Schenley, of course!" says Mr. Rains. "I like its richer, finer taste. I'm sure you will, too!"



IN HOLLYWOOD'S FINEST HOMES, Schenley gets star billing. Here Claude Rains enjoys a mellow highball served in the home of screen star Louis Hayward. Both these celebrities prefer smooth, sociable Schenley for an enchanted evening.

★ ★ ★

AFTER FINISHING A PICTURE in Hollywood, or a play on Broadway, Mr. Rains travels to his farm in Pennsylvania. Here he often entertains outdoors, and serves Schenley. "It tastes so good, it must be the finest, my friends and I agree," says Claude Rains.



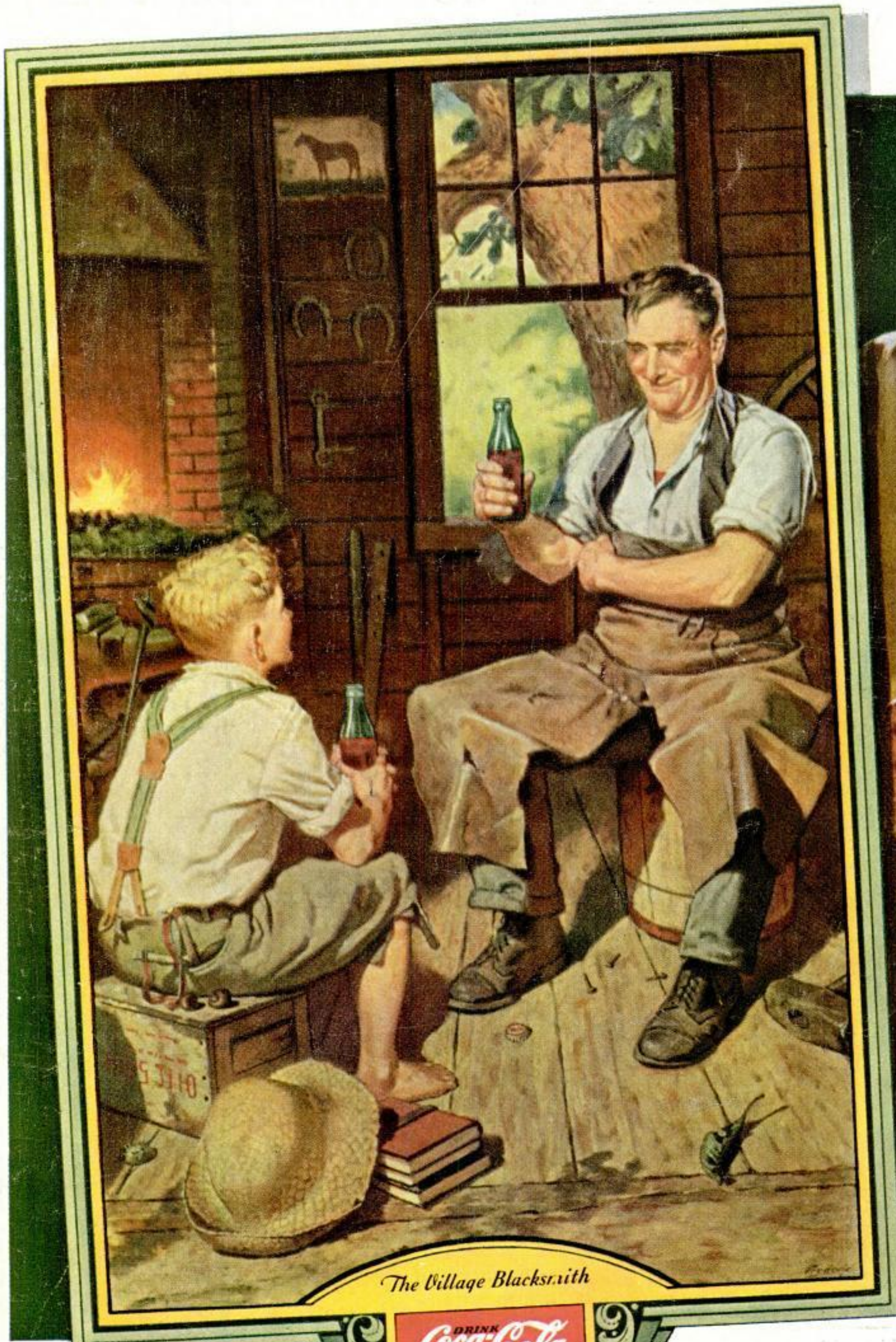
For an Enchanted Evening enjoy
SCHENLEY
SCHENLEY

*A Mark of Merit Whiskey
from Schenley
The House of Rare Whiskies*



BLENDED WHISKEY 86 PROOF. 65% GRAIN NEUTRAL SPIRITS. SCHENLEY DISTRIBUTORS, INC., N. Y. C.

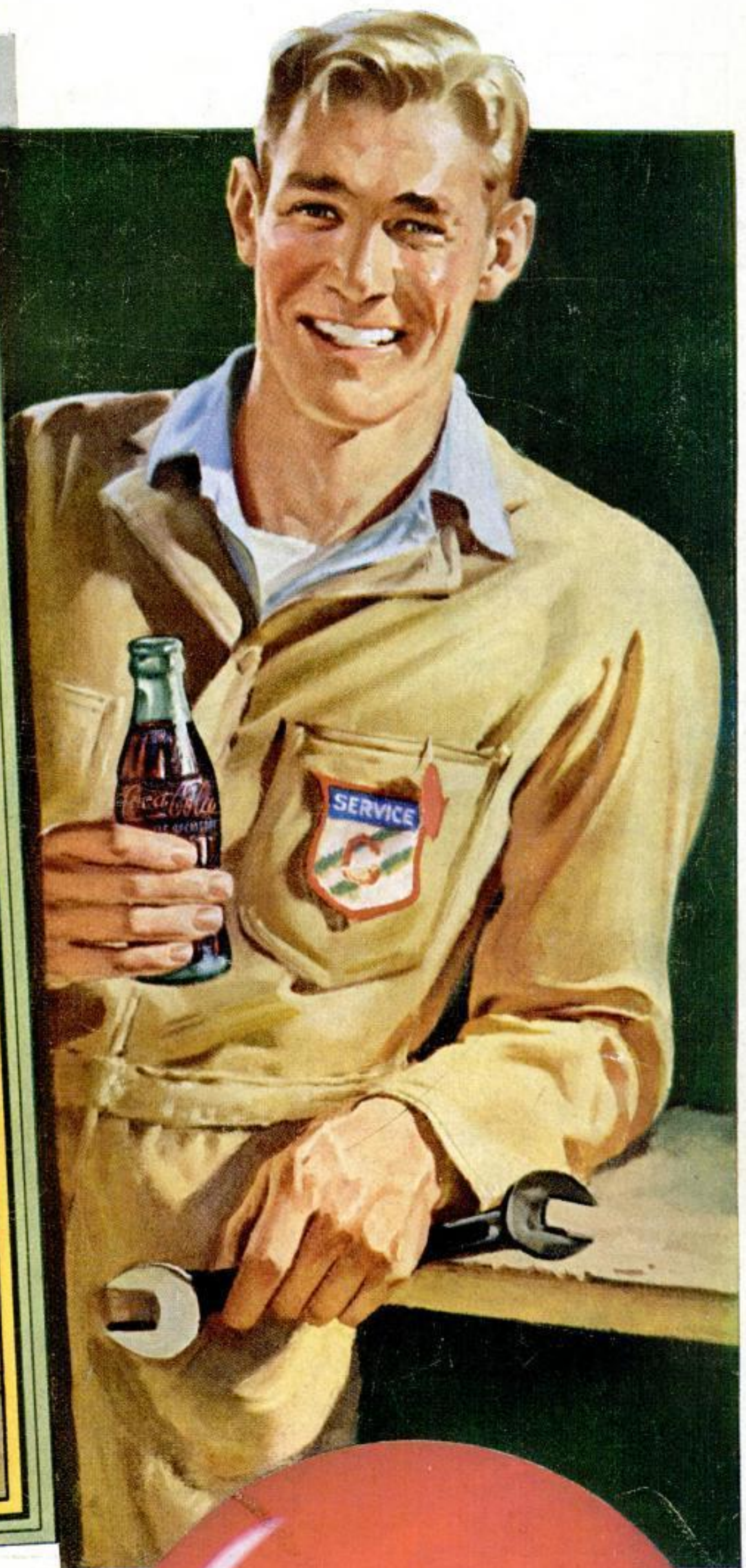
Refreshment through the years



The Village Blacksmith

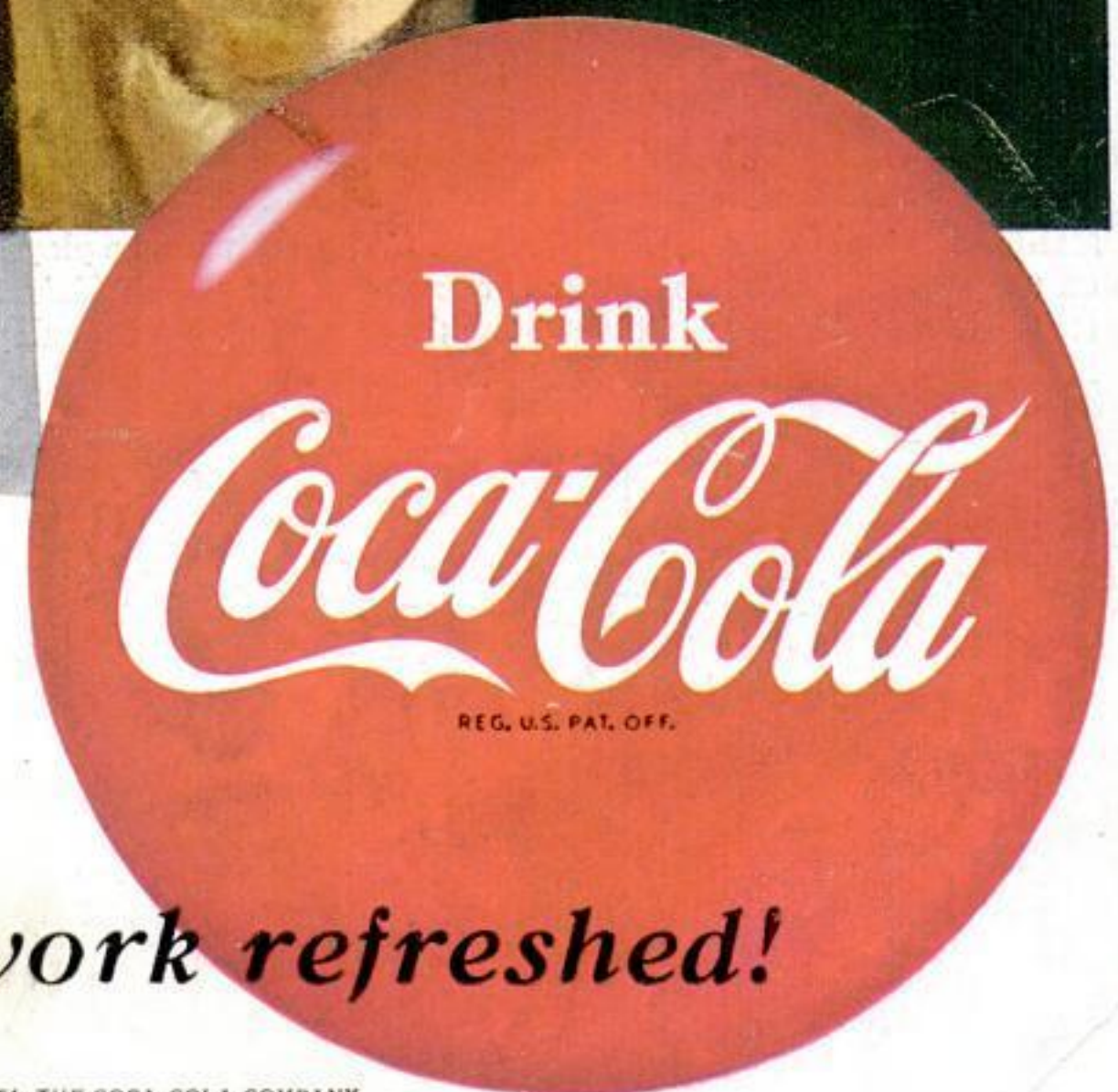
DRINK
Coca-Cola
Delicious and Refreshing

Reproduction of a painting by Frederic Stanley for an early calendar advertising Coca-Cola.



From simple workshops to great factories,
generations of workers have welcomed
the pause that refreshes
with ice-cold Coca-Cola.

To work refreshed!



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